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ABSTRACT

This study provides an overview of the community and the status of the library through an examination of the city of Virginia Beach, including its demography and needs, as well as the history, organization, administration, and financial support of both the Virginia Beach Public Library System and the Oceanfront Branch Library. The information is presented in numerous figures consisting of maps, tables, and graphs in addition to the appended user survey, results, and analysis. Specific recommendations of the study are further community analysis, further library role analysis, increased community awareness of library services, the establishment of adult programs, the establishment of a staff orientation program, increased parking lot control, a weeding of the library collection, and an evaluation of the record collection. (JVP)

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VIRGINIA BEACH PUBLIC LIBRARY SYSTEM
VIRGINIA BEACH/OCEANFRONT BRANCH
A COMMUNITY ANALYSIS

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Virginia Beach Department of Public Libraries

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Compiled by:
Carolyn L. Powell, Community Analysis Coordinator
Michele M. Leber
Martha J. Sims

July 1978

IR006782

ABSTRACT

This community analysis identifies and analyzes the service area, facility, services and materials of the Virginia Beach Branch Library of the Virginia Beach Public Library System. Recommendations are offered concerning public relations, collection and staff development.

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City of Virginia Beach

OFFICE OF THE MAYOR

MUNICIPAL CENTER
VIRGINIA BEACH, VIRGINIA 23456

July 31, 1978

The goal of the Department of Public Libraries is to offer opportunities and resources for the citizens of Virginia Beach to satisfy their informational, educational and recreational needs by providing access to current and retrospective materials, trained assistance in using the materials, and programs related to these needs.

The Virginia Beach City Council also has a primary goal of responding to the needs of the Virginia Beach community. The identification of those needs through systematic investigation and study is essential.

It is my pleasure, therefore, to endorse this report which will aid both the City Council and the Department of Public Libraries in achieving their goals.

Very truly yours,

Patrick L. Standing
Mayor

ACKNOWLEDGEMENTS

Many thanks are offered by the compilers to the many city departments who gave their time to provide help and information during this project. Particular thanks go to Municipal Reference and to the Department of Economic Development and Department of Planning.

VIRGINIA BEACH PUBLIC LIBRARY SYSTEM
VIRGINIA BEACH/OCEANFRONT BRANCH
A COMMUNITY ANALYSIS

INTRODUCTION

Public libraries share common goals: providing quality print and non-print materials; fulfilling community information needs; providing service to both the recreational reader and the student; providing service to all age and socio-economic groups.

We live in an era in which people are sated with offers of recreational programs and activities to fill their leisure hours. The library must do more than provide materials. It can no longer sit back and wait for the community to come in and use the facilities. The library must project itself into the community, must be unique enough and assertive enough in its services that it generates expanded community awareness and use. The library, in order to generate this interest, must recognize the needs of the community to be served and use this knowledge to formulate policies and goals.

PURPOSE

The community analysis process is neither a management nor an efficiency study, but a means by which to tailor services, programs and materials to a specific community. It is a systematic approach to answering recurring questions: who uses the library; what does the user actually want/need; what is the community like; how do those characteristics effect the library and library services.

The results present a broadened picture of the community; a new image of the librarian and the library, one of community involvement; an aid in staff training; and ultimately, an ability to develop standards based on the characteristics of the community rather than a simple adoption of nationally determined guidelines.

METHODOLOGY

The Virginia Beach Public Library System (VBPLS) began its community analysis in September 1977 when the Director and a Branch Librarian attended a Virginia State Library sponsored institute, "Community Analysis for Responsible Library Service", given by the Community Analysis Research Institute of the University of Denver's Graduate School of Librarianship.

The Oceanfront Branch was chosen for study as its service area was thought to be the most stable in a very rapidly growing city. The project was done by two Branch Librarians and the Director with assistance from members of the Planning Task Force.

The first step was an assessment of the community: an introduction to the city, followed by a description of the Oceanfront Branch service area. Understanding of the dynamics of the community was aided greatly by branch staff members who had both worked and lived in the area for many years. A statistical profile of the service area was gained through analysis of 1970 census tract data, with comparisons of service area data to city data.

Second, the library was studied: first the entire system, and then the particular branch. A unique situation existed. Although the presently used building was studied, a new facility would take its place in the fall of 1978. Thus both present and future buildings and locations were considered. In addition, registration, circulation, information services and services to groups were analyzed.

Since the Virginia Beach Public Library had already completed user surveys (Summer 1972 and Summer 1977), a comparison was made of survey information and community analysis data.

MANAGEMENT SUMMARY

Community analysis is a method of surveying and analyzing both the individual community being served by an agency, and the facility, services and materials of the agency itself. The result for a library is a capability to identify and fulfill specific community needs.

The community analysis carried out by the Virginia Beach Public Library System deals with the Virginia Beach Branch Library, soon to be relocated and renamed the Oceanfront Branch Library, and produced the following recommendations:

1. A community analysis of the Oceanfront Branch Library should be conducted during FY 1983-84.
2. The role of the Oceanfront Branch in actively seeking out the non-user in tract 442 should be examined.
3. Community awareness of the new facility should be expanded.
4. A schedule of adult programs should be established.
5. A staff orientation program is essential in the new facility.
6. Non-library use of the Oceanfront Branch parking lot should be controlled.
7. The book collection must be weeded before being moved into the Oceanfront Branch.
8. The book stock should reflect demographic, registration, and use ratios.
9. The Audio Visual Task Force should analyze the record collection.

THE COMMUNITY

CITY OF VIRGINIA BEACH-DESCRIPTION AND HISTORY

Virginia Beach was discovered in 1607 when Captain John Smith and his party landed at Cape Henry, remaining there for several days before proceeding to Jamestown to establish the first permanent English settlement in America. The present city of Virginia Beach was formed on January 1, 1963 with the merger of Princess Anne County and the resort city of Virginia Beach. Located 90 miles from Richmond, Virginia in the southeastern section of the Commonwealth, it constitutes 258.7 square miles of land area, 51.3 square miles of inland water, and 38 miles of shoreline on the Atlantic Ocean and the Chesapeake Bay. It is within the Norfolk-Virginia Beach-Chesapeake, Virginia-Currituck County, North Carolina standard metropolitan statistical area. (Figures 1-2). Four major military installations, covering more than 9,800 acres, are located in the city.

While there were 42,000 people living in Virginia Beach and Princess Anne County in 1950, the city's current population is approximately 255,700, making it the second largest city in the Commonwealth. It is estimated that by 1980/1990 Virginia Beach will be the Commonwealth's largest city. A recent article in U.S. News and World Report, describing the country's fastest growing cities with populations over 100,000, ranked Virginia Beach as the fourth fastest growing city in the United States.[1] The management of such rapid growth is a major administrative and political issue.

[1] U.S. News and World Report, April 25, 1977, p.71. The first three cities were Huntington Beach, Cal., Colorado Springs, Col., and Anchorage, Alaska.

FIGURE 1

KENTUCKY
VIRGINIA
TENNESSEE
WEST
MARYLAND
CHESAPEAKE BAY
NORTH
CAROLINA
BUCHANAN
DICKENSON
WISE
RUSSELL
WASHINGTON
LEE
SCOTT
BRISTOL
FREDERICK
CLARKE
LOUDOUN
FAIRFAX
PRINCE WILLIAM
FAUQUIER
WARREN
SHENANDOAH
PAGE
RUCKINGHAM
HARRISONBURG
MADISON
CULPEPER
STAFFORD
ORANGE
SPOTSYLVANIA
HIGHLAND
AUGUSTA
STAUNTON
ALBEMARLE
CHARLOTTESVILLE
LOUISA
CAROLINE
HANOVER
BATH
ROCKBRIDGE
LEXINGTON
BUENA VISTA
NELSON
FLUVANNA
GOOCHLAND
POWHATAN
ALLEGHANY
BOTETOURT
AMHERST
BUCKINGHAM
CUMBERLAND
CRAIG
GILES
ROANOKE
BEDFORD
CAMPBELL
APPOMATTOX
AMELIA
CHESTERFIELD
MONTGOMERY
PRINCE EDWARD
NOTTOWAY
PRINCE GEORGE
CHARLOTTE
DINWIDDIE
SURRY
BLAND
PULASKI
FLOYD
FRANKLIN
PITTSYLVANIA
HALIFAX
LUNENBURG
MECKLENBURG
BRUNSWICK
SUSSEX
ISLE OF WIGHT
WYTHE
GRAYSON
CARROLL
PATRICK
HENRY
SOUTHAMPTON
GREENSVILLE
NEWPORT NEWS
HAMPTON
NORFOLK
VIRGINIA BEACH
SUFFOLK
CHESAPEAKE
RICHMOND
WARSAW
LANCASTER
ACCOMACK
213/a
14

FIGURE 2

VIRGINIA BEACH, VIRGINIA

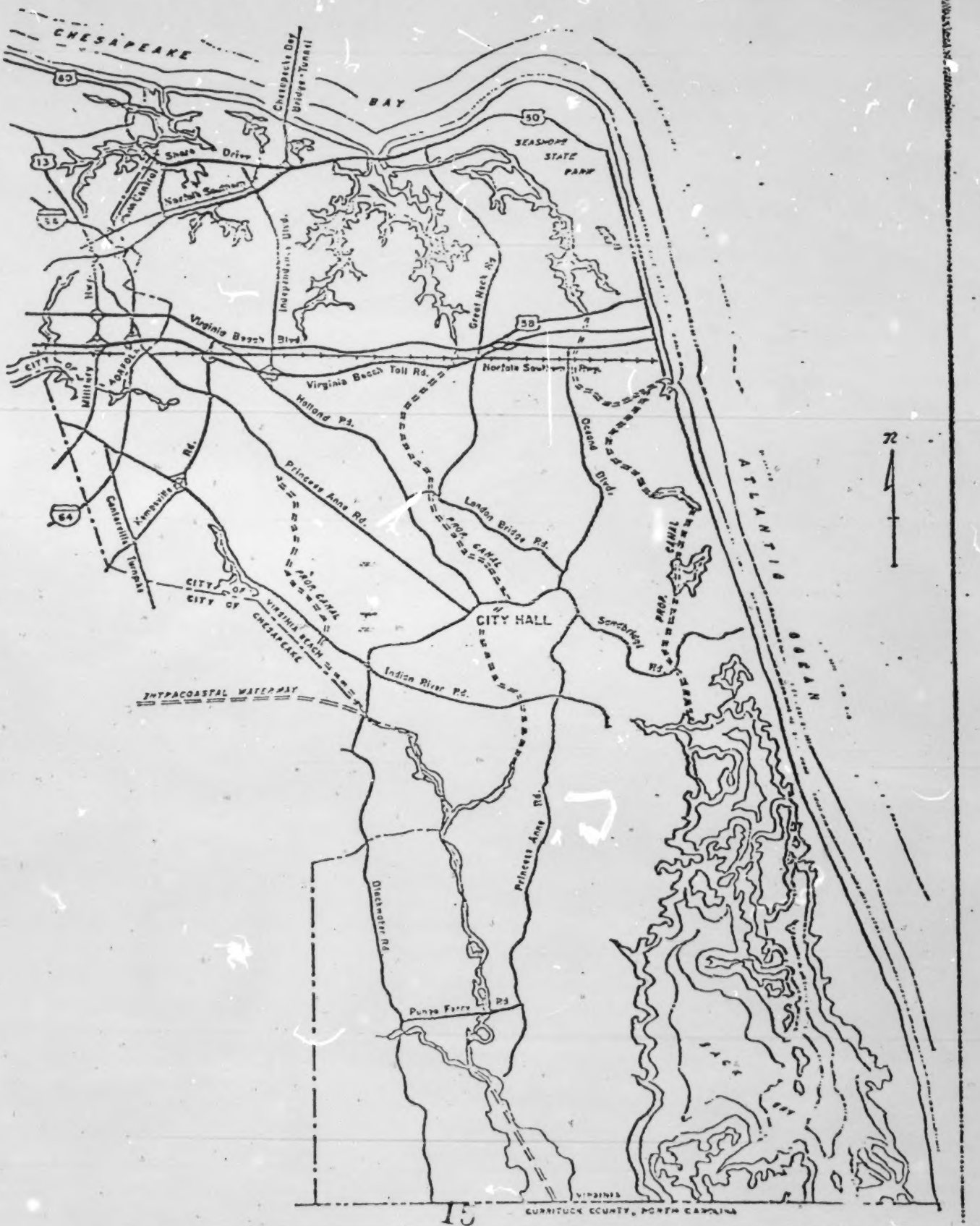


Figure 3

POPULATION GROWTH - CITY OF VIRGINIA BEACH, 1940-1990

YEAR	POPULATION	% INCREASE
1940	18,984	
1950	42,277	123
1960	84,218	99
1970	172,106	104
1980 est*	288,066	67
1990 est*	398,502	38

*1980-1990 Real Estate Research Corporation/medium projections

Virginia Beach is a first-class independent city with a Council-Manager form of government. The eleven member Council is elected from seven boroughs to serve four year terms of office. Administrative and executive powers are vested in the Manager who is appointed by Council, the legislative branch of city government. The Council elects, from its membership, a Mayor and Vice-Mayor who serve as moderators of Council sessions and as representatives of the Council at official and ceremonial functions. City government is comprised of four administrative and thirteen operating departments with the directors of each of these departments appointed by the City Manager and directly responsible to that office.

OCEANFRONT BRANCH LIBRARY SERVICE AREA

The area served by the present Virginia Beach Branch Library (Figure 4), soon to be relocated and renamed the Oceanfront Branch Library, reflects the wide diversities which are characteristic of the entire city.

The diversities are most easily illustrated in terms of residential housing. Stretching almost seven miles along the Atlantic coast, and including Broad Bay inland waterways, the area includes some of the most choice - and the most expensive- housing in the city, with custom homes in the $200,000 to $300,000 range.

FIGURE 4

FORT STOR
SEASHORE
SEASHORE STATE PARK
BROAD BAY
PIRATES HILL
NORTH VIRGINIA BEACH
LINKHORN BAY
VIRGINIA BEACH
BOROUGH
VIRGINIA BEACH BRANCH
OCEANFRONT BRANCH
OCEANA VILLAGE
LAKE HOLLY
SHADOWLAWN HEIGHTS
RUDEE INLET
OCEANA NAVAL AIR STATION
REDWING

Zoning classifications in the area include all of the city's nine residential zones, all four apartment zones, and both hotel zones. Nearly every type of housing available anywhere in the city can be found in this small area: single family homes from deluxe to modest, condominiums, duplexes, townhouses, hotels, motels, and rooming houses, many with rates varying by season.

Business in the area is devoted largely to tourism, the second biggest money-making industry in the city. Geographically this tourist-oriented business area is centered along the ocean from Rudee Inlet north, a long narrow stretch just a few blocks wide which includes hotels, restaurants, general and specialty shopping, and features "the longest pleasure beach in the world," according to the Guiness Book of World Records[2]. The other main business district runs west along Laskin Road (31st Street) and includes more general business and some professional services.

Business trends in the area include a proliferation of fast food restaurants in the last few years and the movement of some general businesses (particularly department stores and car dealers) out of the area to locations further west. The fast food shops, although naturals for a tourist area, may be indictative of changing lifestyles within the community.

Other trends in the area are the conversion of residences to rooming houses in the heart of the resort district and the continued construction of hotels, motels, and condominiums, all of which support the booming tourist industry.

One unique zoning classification further points out future trends in the service area. A mile-long east-west corridor, bounded by major traffic arteries at 17th and 21st Streets and stretching to within two blocks of the ocean, is classified C-1 and includes the site of the Arts and Conference Center now under construction and scheduled to open in the fall of 1979. This district, which will

[2]McWhirter, Norris, Guinness book of world records, revised American edition, N.Y.: Sterling, c1976, p. 258.

include the Oceanfront Branch Library site on 19th Street, will serve as a transition zone between the tourist area and the arts and conference area. It will form an elite district with development by conditional use permit allowing for auditoriums, banks or saving and loan institutions, eating and drinking establishments, hotels, museums, specialized retail shops, and other public buildings. The expected rapid expansion of the currently modest convention business will further change the complexion of the entire area.

EDUCATIONAL FACILITIES

The service area contains five private schools serving various age levels from nursery and kindergarten through elementary and secondary. Two of these schools have religious affiliations (Star of the Sea Catholic School and Virginia Beach Christian Academy). In addition, Tidewater Community College's Camp Pendelton campus is located in the service area, as are two hair styling schools, two martial arts schools, and several dance studios.

The Virginia Beach School Department is represented by four schools, three elementary and one junior high.

Figure 5 PUBLIC SCHOOLS IN SERVICE AREA

	CAPACITY	AVERAGE DAILY ATTENDANCE	DATE OF OCCUPANCY	# OF CLASS ROOMS
COOKE ELEMENTARY	676	597	1906	26
LINKHORN PARK ELEMENTARY	815	751	1955	30
SEATACK ELEMENTARY	720	642	1952	26
VA. BEACH JUNIOR HIGH	900	305	1952	48

The 1978-82 Capital Improvements Program (CIP) for the city includes no new school buildings in the service area. It does, however, provide for new flooring and

lighting in the three elementary schools and renovations to the junior high cafeteria, kitchen, shops, physical education and home economics facilities. Total estimated expenditures for the four schools will equal $1,007,500.

RECREATION

As the resort area of Virginia Beach is largely concentrated within the service area, there is a plethora of recreational activities available including an amusement park, miniature golf, water flumes, deep sea fishing, excursion boats, bicycling, swimming, surfing, restaurants, dancing, etc. There are tennis courts, regulation golf courses, city-maintained neighborhood parks, surfing areas, beaches, bike trails and boat ramps. The tourist season spans the period between Memorial Day and Labor Day, with some recreational facilities staying open year round. The city will add an additional 2 acre park (Linkhorn Bay Park) to be completed by June of 1982.

The city sponsors or supports various recreational events. Annually, at the end of the tourist season, the Neptune Festival features contests, banquets, and dances. The Boardwalk Art Show is entered by artists from the entire country.

Live musical entertainment from across the country is offered at several night clubs as well as the Virginia Beach Civic Center (known as the Dome). The Civic Center had 381 scheduled events during 1977, with an average monthly attendance of 11,816. Events included benefit bingo, private dinners/dances, sports events, trade shows, auctions, sales, conventions, city and state government functions, commercial shows and productions.

COMMUNICATION

Residents of the service area can subscribe to several major area newspapers: the Virginian Pilot and the Ledger Star published in Norfolk; the Virginia Beacl

Sun and the Virginia Beach Beacon offering local coverage, but located out of the service area.

Five television channels and numerous AM and FM radio stations are available throughout the Tidewater area. AM radio station WVAB is based in the service area.

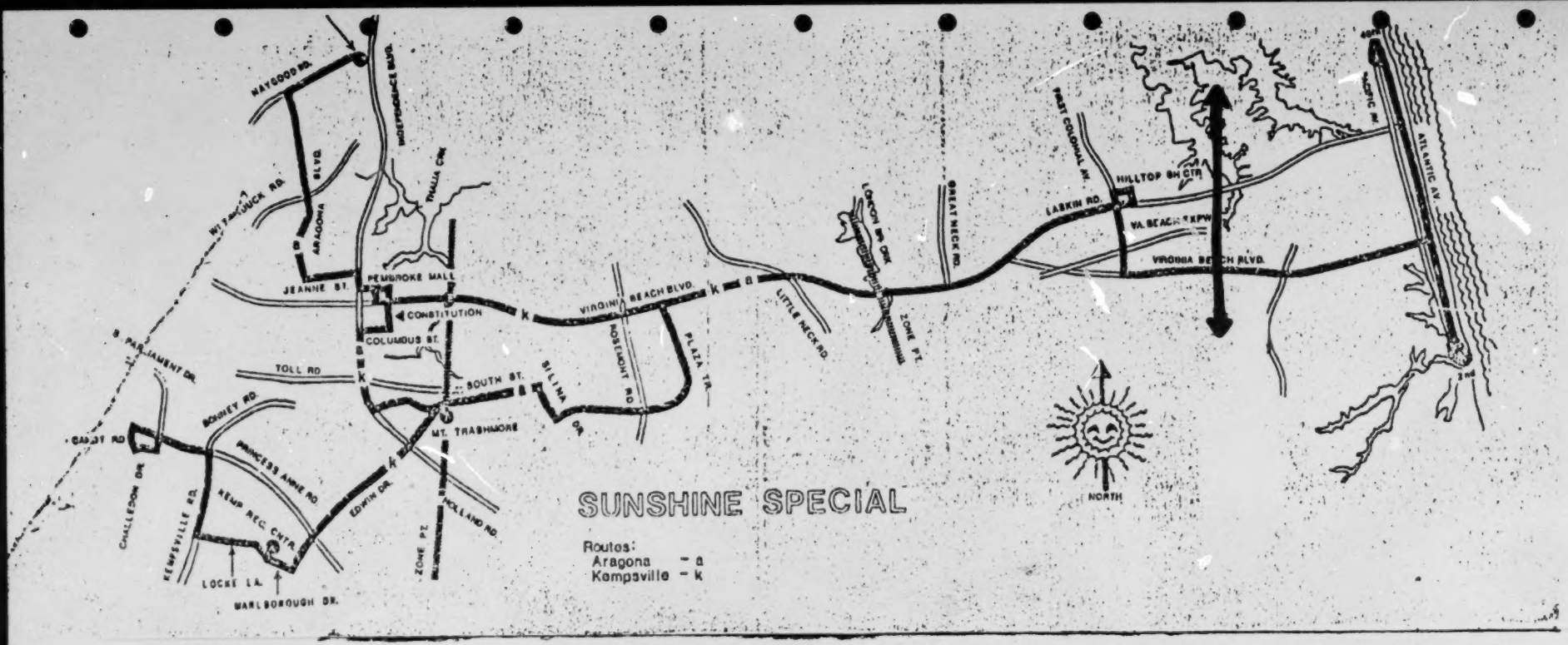
TRANSPORTATION/TRAFFIC PATTERNS

The city of Virginia Beach does not provide mass transportation. Tidewater Metro Transit, operated by the Tidewater Transportation District Commission of the state government, operates a single round-trip route beginning at 87th Street, running south along Atlantic and Pacific Avenues to Virginia Beach Boulevard, and then west along the Boulevard (or, alternately, the Norfolk-Virginia Beach Expressway) to Norfolk. During the summer months, the addition of routes with the Sunshine Special brings passengers to the beach from the western areas of the city. These summer routes represent added access to the service area, but not necessarily greater movement within it. (Figure 6).

Trailways Bus Line offers nationwide passenger, baggage and express service from a depot at 18th Street and Arctic Avenue. Several taxi companies serve the Tidewater area although only one is based within the service area.

Norfolk International Airport offers service on major airlines with limosine service to resort hotels.

The highway system (Figure 7) includes two long north-south routes, Atlantic Avenue (U.S. 60)/Pacific Avenue to the north and General Booth Boulevard to the south; Laskin Road (U.S. 58), Virginia Beach Boulevard (U.S. 58 Business) and the Norfolk-Virginia Beach Expressway (Virginia 44/toll) to the west. The north-south links of Atlantic and Pacific Avenues serve both as a local street system in the resort area and as part of a larger movement network through the



34 VIRGINIA BEACH Route map

TRT Routes

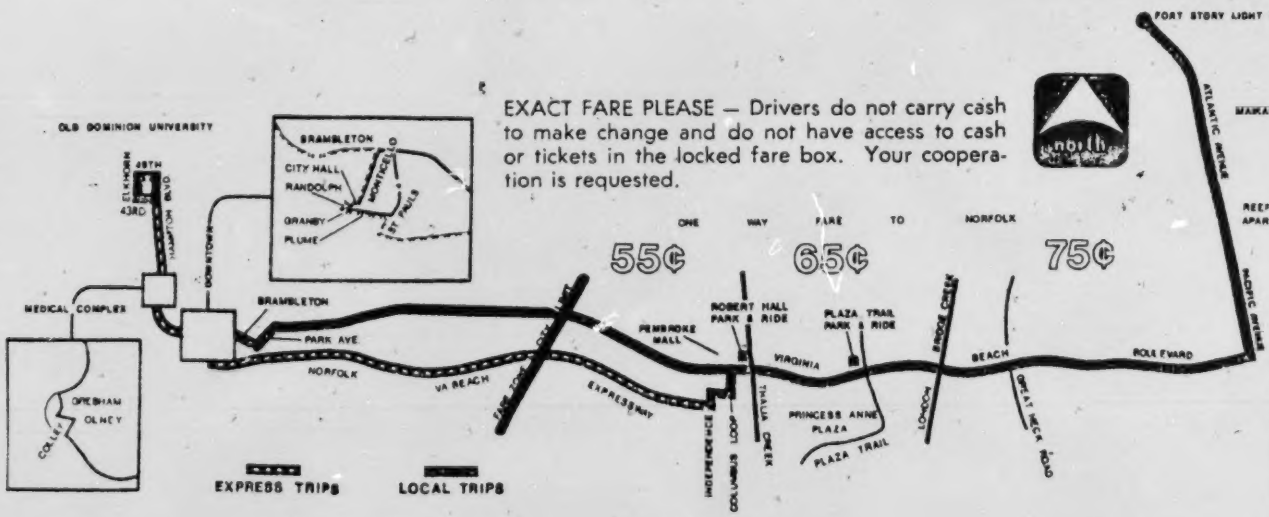
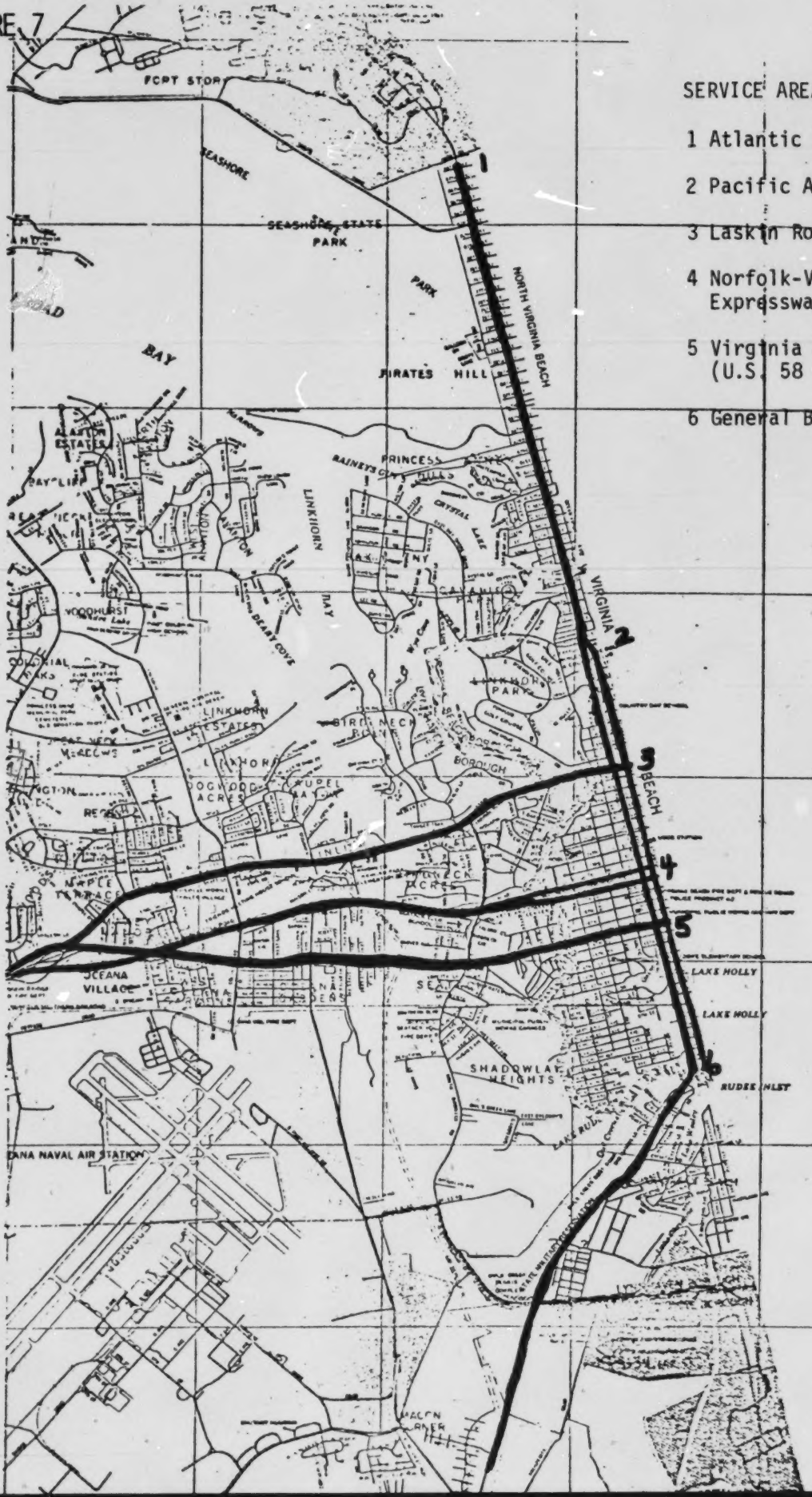


FIGURE 7



SERVICE AREA HIGHWAY SYSTEM

1 Atlantic Avenue (U.S. 60)

2 Pacific Avenue

3 Laskin Road (U.S. 58)

4 Norfolk-Virginia Beach Expressway (Va. 44/toll)

5 Virginia Beach Boulevard (U.S. 58 Business)

6 General Booth Boulevard

eastern part of the city.[3]

Major physical barriers to movement exist at Rudee Inlet on the south, the Atlantic Ocean on the east, and Lake Holly on the western side of Pacific Avenue between 14th Street and Rudee Inlet. Psychologically, the tremendous flow of traffic during the summer months keeps many residents completely away from the service area between Memorial Day and Labor Day, while others take a route over a non-arterial street such as Arctic or Mediterranean Avenues to avoid the Atlantic/Pacific Avenue congestion.[4]

In 1974, the Planning Department researched the traffic problems in the service area and prepared the PAMPIS report (Pacific and Atlantic Movement, Parking and Image Study). One alternative offered by this study is a total one-way system which first would make Atlantic and Pacific Avenues one-way between 42nd and 9th Streets, and then would add a second bridge at Rudee Inlet linking General Booth Boulevard directly with Atlantic Avenue thus extending the one-way system from 9th Street to the Inlet. In addition, appropriate pairs of cross-streets between Atlantic and Pacific Avenues would be made one-way and a loop constructed at 30th Street to relieve congestion at the intersection of Laskin Road and Pacific Avenue. With these changes, traffic flow would be eased, numerous intersections and streets presently inadequate in terms of traffic volume per capacity ratios would be upgraded, and the problems and dangers encountered in making turns from, or into, a lesser street against on-coming Atlantic or Pacific Avenue traffic would be lessened.

Although the original plan called for completion by June 1, 1980, various obstacles, including stiff business opposition to the one-way concept, have pushed the completion date past 1982.

[3]City of Virginia Beach, Planning Dept. PAMPIS, 1974, p.4.

[4]Ibid p.18.

The PAMPIS study indicated as well that during the week 31.5% of all trips through the service area were for recreation and leisure, compared to 52.9% on weekends.[5]

RELIGIOUS ORGANIZATIONS

Various major Christian denominations are represented in the service area: Southern Baptist, Catholic, Christian Science, Episcopal, Lutheran, Presbyterian, Methodist. The Jewish community is served by Temple Emanuel. In addition, the interdenominational Fellowship of the Inner Light and the nondenominational Scientology Mission of Virginia Beach and the Virginia Beach Community Chapel serve the area.

At the service area's north end, 66th Street and Atlantic Avenue, the Association for Research and Enlightenment attracts people internationally and is an outgrowth of the following of Edgar Cayce and his work. A new, large library at the ARE center contains Cayce's writings and a well-developed religious literature collection.

HEALTH AND COMMUNITY SERVICES

Virginia Beach is served by two hospitals, both located further west in the city, and by Norfolk hospitals and medical facilities. The Virginia Beach Health Department, located in the service area at 19th Street and Arctic Avenue, offers a variety of services throughout the week: immunization, maternity, family planning, and pediatrics clinics. The current CIP provides for a 10,569 square foot two-story addition to the clinic to be completed by June 1981 to improve services to the population and to tourists.

[5] Ibid p. 15.

Other agencies located within the area include the American Cancer Society, the Drug Outreach Center, the Virginia Beach Free Clinic, the Hospitality House, the Virginia Beach Crisis Home, the Virginia League for Planned Parenthood, and the North Beach and Ocean Rescue Services.

The 19th Street and Arctic Avenue area represents a small municipal services center including the Health Department clinics, a branch of the City Treasurer's Office, a fire station, and in the Fall of 1978, the Oceanfront Branch Library. The second police precinct is located on 18th street and a second fire station is in the Seatack area.

The Chamber of Commerce is located at 20th Street and Pacific Avenue.

COMMUNITY ORGANIZATIONS AND GROUPS

The variety of organizations and groups available to residents of the service area is as great as that of recreational activities. These groups fall into several categories:

1. organizations which serve Tidewater or greater Virginia Beach and to which residents travel out of the service area in order to participate; often the leadership of these groups lives within the service area.
2. organizations which meet in the area itself, taking advantage of the meeting space available in many of the resort hotels and restaurants.
3. organizations serving special population or interest groups.
4. civic clubs.

The first category includes the American Institute of Architects, Virginia Beach Duplicate Bridge Club, the Princess Anne Historical Society, Virginia Beach Friends of Music, Virginia Beach Chess Club, Retired Officers Association, Needlework Guild of America, The Dance Guild of Virginia and many others.

The second group, those meeting in the service area, include the Kiwanis Club, the Lions Club, Rotary Club, Virginia Beach Sports Club, Virginia Beach Audubon Society, Little Theater of Virginia Beach, Virginia Beach Shrine of Khedive Temple, Innkeepers of Virginia Beach. The majority of the small group listed here meets on Monday, Tuesday, or Thursday evenings.

Senior citizens constitute one significant group served by organizations within the service area. The Seatack Senior Citizens Center is open daily except Wednesday, the Golden Years Club meets on Thursday mornings, and the Beach Senior Center is open on Tuesdays at the Dome at 19th Street and Pacific Avenue.

Residents interested in gardening and community beautification projects may join a garden club. Active clubs in this area include Bay Colony Garden Club, Garden Club of Virginia Beach, Junior Virginia Beach Garden Club, Linkhorn Park Garden Club, Princess Anne Garden Club, Cardinal Garden Club, Princess Anne Hills Garden Club, Cavalier Garden Club.

In addition, because of the large military population in the city, numerous officer's wives clubs and other military oriented groups exist throughout the service area.

Civic groups are quite active throughout Virginia Beach promoting community interests and social and political relationships between individual communities and the city at large. Among those active in the service area are Pinewood Park Civic League, Seatack Civic League, Shadowlawn Civic League, Princess Anne Hills Civic League, North Virginia Beach Civic League, and the Cavalier Park/Bay Colony Community League.

In summary, a wide variety of social, service, technical, fraternal, political and social groups exist either directly in the service area, or are available

elsewhere in the city or Tidewater region. If a trend were to be noted, just by the sheer number of groups available, more people leave than enter the service area to attend meetings.

ECONOMY

Virginia Beach has developed a diversified economic base made up of several major industries all of which effect the service area and its life style.

Tourism

Tourism, which effects the service area most directly, is the second largest industry in the city. The 1977 season increased 26% over 1976 and in nine years the tourist business has increased 113%. 1274 businesses and 12,000 employees (about half of which are part-time seasonal workers) serve the tourist trade during a season spanning the period between Memorial Day and Labor Day. During 1977, the city hosted 2.2 million overnight guests and an estimated 800,000 day visitors who contributed $107.3 million to the economy. Tourist derived city tax revenues totaled $12.5 million and sales by travel related businesses equalled $185.7 million, or 22.2% of the city's total retail sales. In addition $12 was returned in the form of tax revenue for every $1 spent by the city on tourist services and advertising. The tremendous volume of tourist business and the resultant tax income enables the city of Virginia Beach to enjoy a real estate tax rate which has decreased 36% in the 10 year period 1967-1977 and which has again been lowered for 1978-79. Moreover, Virginia Beach enjoys a real estate tax rate which is the lowest in the Commonwealth for cities with populations over 20,000.

Figure 8 1978/79 TAX RATES BY BOROUGH

Borough	Real estate tax* (per $100 of assessed value)	Personal property tax*
Bayside	.80	.82
Blackwater	.78	.80
Kempsville	.80	.82
Lynnhaven	.80	.82
Princess Anne	.78	.80
Pungo	.78	.82
Virginia Beach	.79	.81

*assessment ratio is 100% of fair market value

Agriculture

Although the agricultural industry, encompassing livestock, produce, service products and machinery, is not located within the service area itself, the quality of life is effected by Virginia Beach's largest industry. During 1975 agricultural industries contributed $132.65 million to the city's economy, a 41% increase over the 1970 figure of $55 million. 62.1% of the land area is rural with approximately 50,000 acres under cultivation. The city ranks among the top 100 counties in the nation in production of snap beans, sweet potatoes and strawberries. Located in the city is the largest swine operation east of the Mississippi.

Construction

Construction is a rapidly growing industry as the city is the nation's fourth fastest growing city of its size. The construction industry, paired with real estate sales, has created not only new housing for those moving into the city/service area, but has also provided many new jobs and opportunities.

In 1976, 3,352 building permits (single and multi-family dwellings, industrial and commercial) were issued, and in 1977, 5,809 were issued valued at $273.8 million. Over a 5 year period the Beach Borough, approximately equal to the service area being studied, has shown a relatively small number of permits issued when compared to the other six boroughs, and has shown a significantly small growth pattern since 1974.

Figure 9 BEACH BOROUGH BUILDING PERMITS

YEAR	SINGLE FAMILY	MULTI-FAMILY	INDUSTRIAL/ COMMERCIAL	TOTAL	% OF CITY TOTAL
1972	20	200	11	231	4.9
1973	12	721	11	744	10.7
1974	18	112	13	143	5.3
1975	28	-8	5	25	1.1
1976	29	35	28	92	2.7
1977	23	36	8	67	1.2

Conventions

Although convention trade has been quite moderate, the completion of the Arts and Conference Center in 1979 will greatly increase the 1977 figures of 12,950 convention delegates and $94 thousand in tax benefits to the city. Convention bookings for 1980 already number 40,000 which by formula[6] may amount to as much as $540,000 in tax benefits to the city. The 1985 goal for conventions is 135,000 delegates.

[6]Formula: average daily room rate ($30) x 3 x number of days of visit (average 3) equals total expenditure by convention delegate x number of delegates in year x 5% equals direct city tax receipts.

The new facility will encompass 176,000 square feet and will serve conventions with up to 10,000 delegates. 84,000 square feet will be devoted to unobstructed exhibition space. There will also be room for 300 trade show booths, a 1,000 seat theater, fully equipped kitchens, storage areas, and parking for 1,000 automobiles. The delegates, with access to 9,000 hotel and motel rooms, will convert many previously seasonal jobs to year-round opportunities.

Two other major economic areas effect the service area. First, three industrial parks, Airport, Lynnhaven, and Oceana West, are located in Virginia Beach (but outside of the service area). The work of the Virginia Beach Development Authority and the Department of Economic Development in attracting large companies to these industrial parks has impacted upon the city's tax base. Eleven companies located in Virginia Beach during 1977, purchased 43.4 acres, built facilities valued in excess of $3 million, occupied 450,000 square feet of existing vacant space, and created over 770 new jobs.

Secondly, four military bases are located in Virginia Beach, two of which border on the service area. Fort Story, located just north of the northern boundary of the service area is home of the LARC (Lighter, Amphibious Resupply Cargo) carrier used to load and unload ships either on land or lying offshore. Oceana Naval Air Station, on the southwest boundary of the service area, is a master jet base employing 9,000 military personnel and 1,500 civilians with an annual payroll of $61 million. It is the home of 26 fighter and attack squadrons. Dam Neck, located just south of the service area, houses the Fleet Combat Directions Systems Training Center and Naval Guided Missiles Schools. It employs 2,507 military personnel and 792 civilian workers, including high percentages of officers and civilian mathematicians. The fourth base, located in the northwestern section of Virginia Beach is the Naval Amphibious Base at Little Creek with 12,600 military and civilian employees.

DEMOGRAPHIC CHARACTERISTICS

INTRODUCTION

1970 census tract data, eight years old at the time of this study, is still useful for community analysis purposes. A 5-10% margin of error will be allowed without effecting the decision-making process as the proportions, and not the exact figures, are of importance. Since Virginia Beach is a rapidly expanding city, generalizations are dangerous, yet the assumed stability of the particular service area chosen adds legitimacy to any conclusions which might be drawn.

Although a service area is defined as encompassing the area within a mile and a half radius of the library and where 80% of the library's users reside, the unique topography of Virginia Beach hampers the application of the mile and a half standard. Therefore, five census tracts were chosen to comprise the service area: tracts 434, 436, 438, 440, 442. (Figures 10-11).

The northern tract, 434, is a long thin north-south corridor along the Atlantic Ocean. It is bounded by the Ocean on the east, 63rd Street on the south, Seashore State Park on the west, and by 89th Street and Fort Story on the north. The area is residential including single family (many of them summer residences), duplexes, and apartment units. One motel and the ARE complex complete the area.

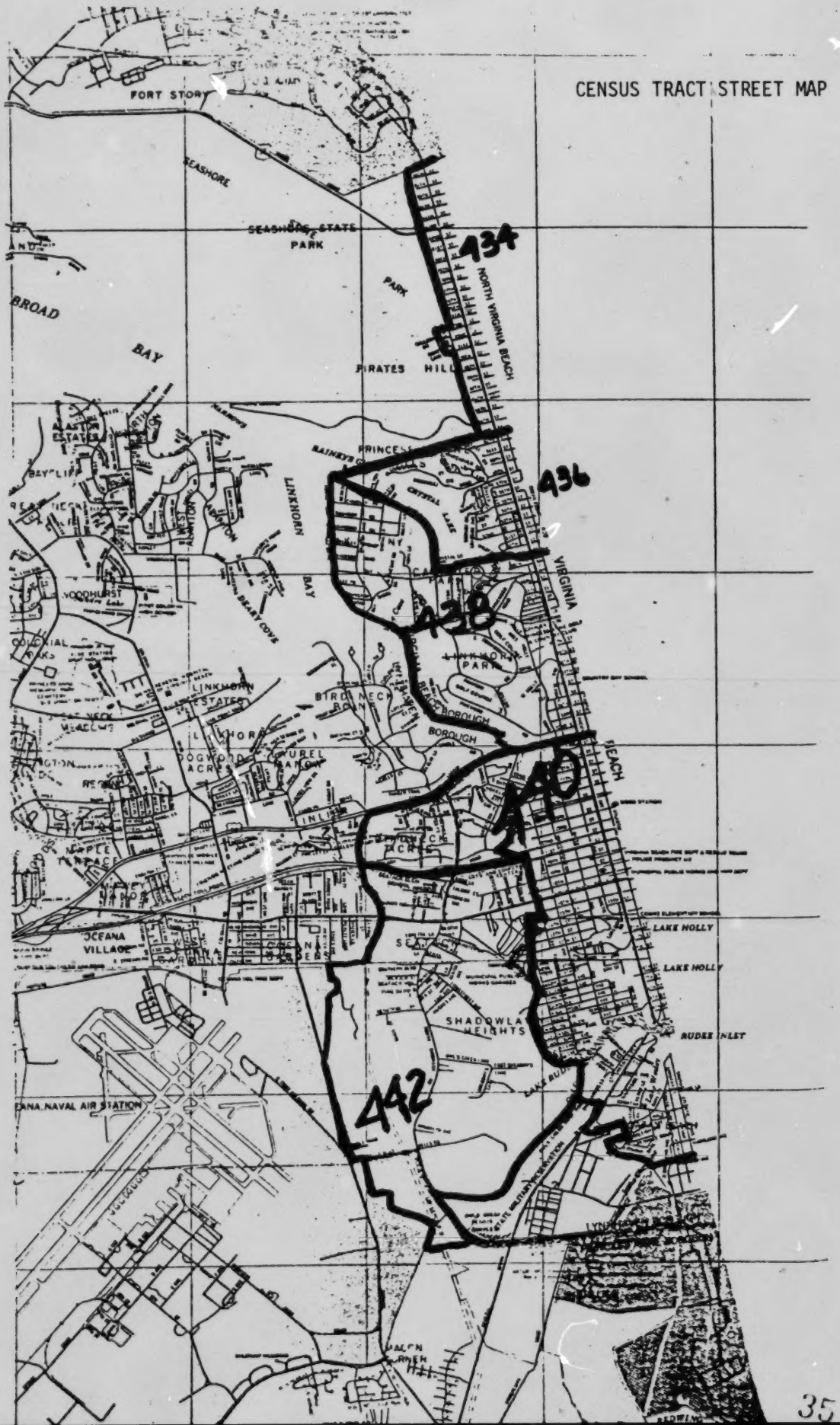
Tract 436 runs from 63rd Street on the north southward to 49th Street and westward from the Ocean to the western shore of Crystal Lake. Again, the area is predominantly single family residential. The Mariner Resort Inn is located at the southern end of the tract.

FIGURE 10

CENSUS TRACTS

FIGURE 11

CENSUS TRACT STREET MAP



Census tract 438 includes the Ocean strip from 49th Street to Laskin Road (31st Street), while its western boundary follows the Beach Borough line and the eastern shore of the Linkhorn Bay. The Atlantic Avenue section runs from residential at the north end to hotel/commercial at the southern and includes the Oceans Condominium. The interior section includes a large exclusive residential area, Princess Anne Golf and Country Club, Pinewood Golf Course and the old Cavalier resort hotel.

Census tract 440 runs from Laskin Road on the north to Croatan Beach (south of Rudee Inlet) on the south. A small neck of the tract extends westward between Laskin Road and Virginia Beach Boulevard. The tract includes some residential areas although many private homes close to the beach are being converted into rooming houses. It contains however, a great number of resort hotels, condominiums, restaurants, amusements, recreational facilities, and other businesses.

Census tract 442 stretches southward from Virginia Beach Boulevard to Camp Pendleton and is bounded by Oceana Naval Air Station on the west and the Beach Borough line on the east. It includes a general mixture of residential and business area.

Tract and service area percentages have been compared to city figures. Various estimations/projections are available to update 1970 data. However, since a lack of complete statistical integrity in these estimated figures is recognized, this study will present only the 1970 Bureau of the Census data and, for purposes of study, will assume the validity of proportions within the 5-10% error margin previously mentioned.

The purpose of the census data analysis is to provide a picture of the typical resident of the service area in such categories as age, sex, education, income and occupation.

AGE AND SEX

The census tract data reveals a majority of people in the group 19 and over. The largest percentages are in the 19-34 age group, followed by the 35-64 age group. (Figures 12-15). Of the greatest significance, however, are the percentages aged 18 and under and aged 65 and over, as these groups differ markedly from the city averages. 40% of the residents of Virginia Beach were aged 18 or less in the 1970 census. However, the service area population was a full 10% lower (30.0%). Four out of five tracts were well below the city percentage (one tract by almost 20%) and the fifth tract (442) was a typical with 4% more (44.2%). Analyzing the group aged 65 and older, four out of five tracts had higher proportions of this age group than did the city (tract 438 being 13.4% higher than the city's figure of 3.5%) and the total service area percentage was 4.6% higher. The fifth tract (again 442) almost exactly duplicated the city percentage.

Figure 12 AGE CATEGORIES - PERCENTAGES OF TOTAL POPULATION

AGE \ TRACT	434	436	438	440	442	s.a.	city
0-2	3.3	3.0	3.1	6.2	7.3	5.3	5.4
3-4	2.1	1.5	1.9	3.1	4.8	2.9	3.8
5-13	9.9	13.2	13.6	12.2	22.1	14.1	21.5
14-18	5.4	9.3	7.9	6.9	10.0	7.7	9.7
19-34	46.1	32.0	20.8	41.3	29.1	35.4	29.3
35-64	22.2	31.9	35.8	24.3	22.9	26.5	26.8
65+	11.0	9.1	16.9	5.9	3.8	8.1	3.5

FIGURE 13

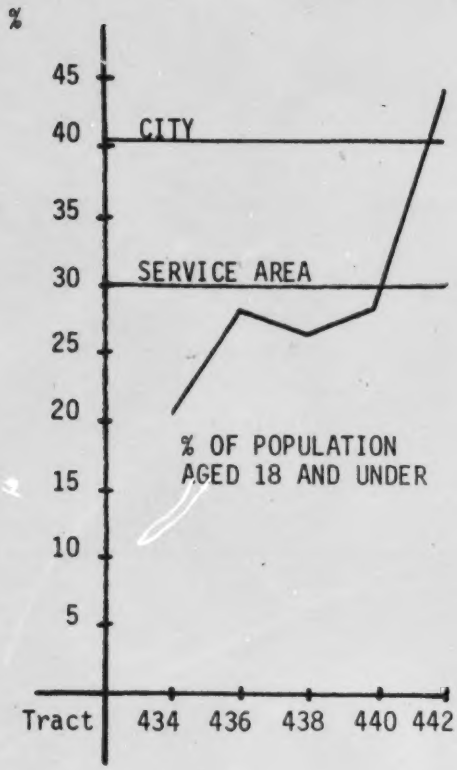
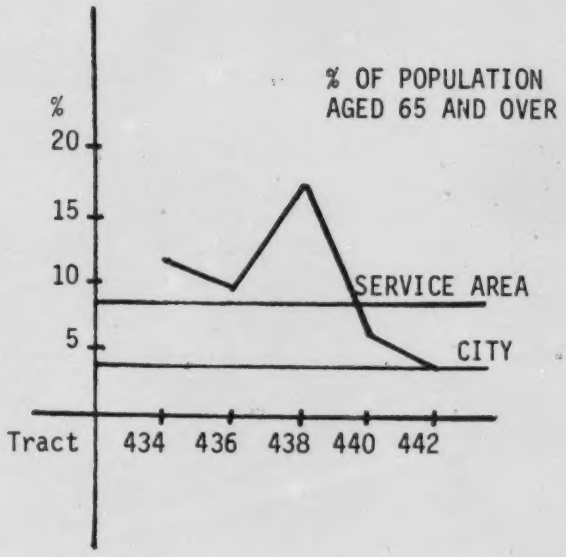


FIGURE 14



The service area is divided almost equally in percentage of male/female as is the city.

Figure 15	% OF POPULATION BY SEX						
TRACT / SEX	434	436	438	440	442	s.a.	city
Male	45.6	47.3	45.8	49.7	49.5	48.4	52.4
Female	54.4	52.7	54.2	50.3	50.5	51.6	47.6

When sex is subdivided into age groups, a slight trend is noted. While the male/female ratio remains fairly constant through age 34, from ages 35-64 there are from slightly over 1%-4% more females than males. With the age group 65 and over, there are from .3-4.1% more females than males. Thus of the adult population aged 35 or more, there are 3.8% more females than males. The same trend city-wide is only .6%.

Figure 16 % OF TOTAL POPULATION OF TRACTS BY SEX AND AGE

TRACT	434		436		438		440		442		s.a.		city	
AGE \ SEX	M	F	M	F	M	F	M	F	M	F	M	F	M	F
18 or under	10.3	10.5	13.9	13.1	13.2	13.3	14.0	14.4	22.8	21.3	17.7	15.0	20.6	19.7
19-34	21.4	24.7	14.7	17.3	10.2	10.6	22.2	19.1	14.1	15.0	18.1	17.3	16.9	12.4
35-64	9.9	12.2	14.5	17.4	16.0	19.8	11.3	13.1	10.8	12.1	12.2	14.3	13.5	13.4
65+	4.0	7.0	4.2	4.9	6.4	10.5	2.2	3.7	1.8	2.1	3.2	4.9	1.4	2.1

MARITAL STATUS AND FAMILY STRUCTURE

The majority of the service area population is married. If previously married, more people are widowed than divorced. A significant percentage of those widowed or divorced are female.

Figure 17 MARITAL STATUS OF POPULATION OVER 14

STATUS \ TRACT	434	436	438	440	442	s.a.	city
SINGLE	38.6	35.5	21.8	24.0	25.4	26.3	27.4
MARRIED	49.4	54.6	63.7	65.9	66.3	62.9	66.7
WIDOWED	7.4	5.4	10.6	5.2	5.7	6.4	3.6
MALE	1.0	.7	1.2	.7	1.7	.9	.6
FEMALE	6.4	4.7	9.4	4.5	4.0	5.5	3.0
DIVORCED	4.5	4.4	3.9	4.9	2.5	4.3	2.2
MALE	1.6	1.4	.9	1.8	.9	1.5	.9
FEMALE	2.8	3.0	3.0	3.1	1.6	2.8	2.2

FIGURE 18

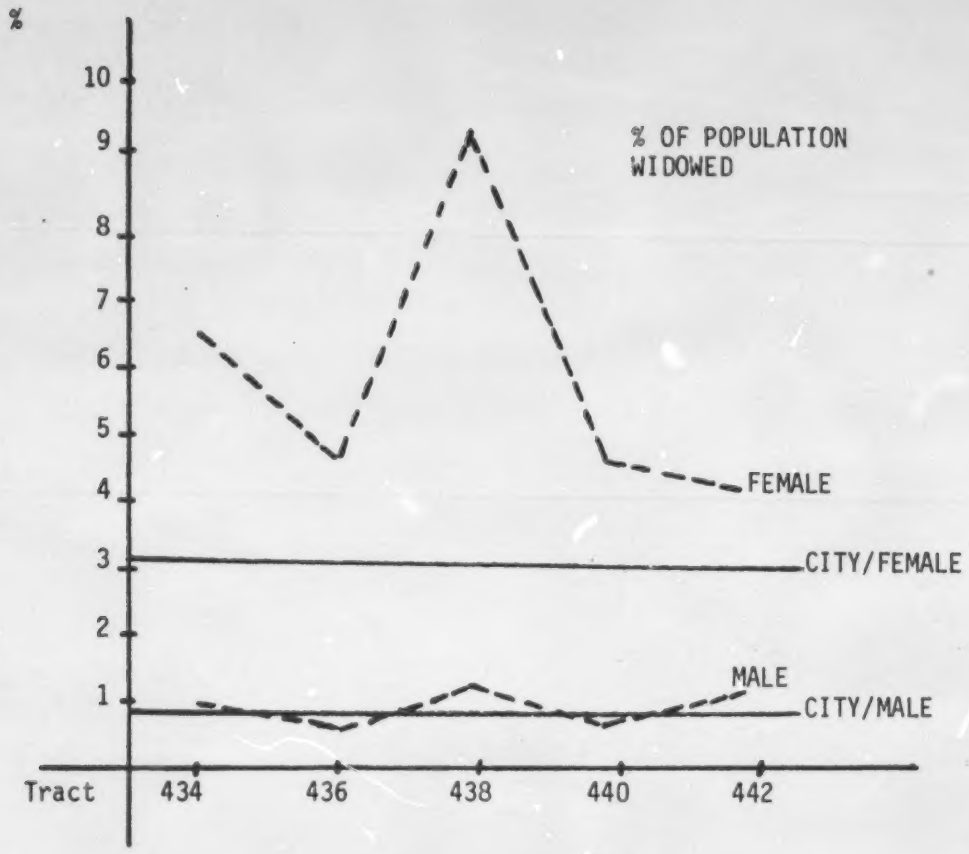
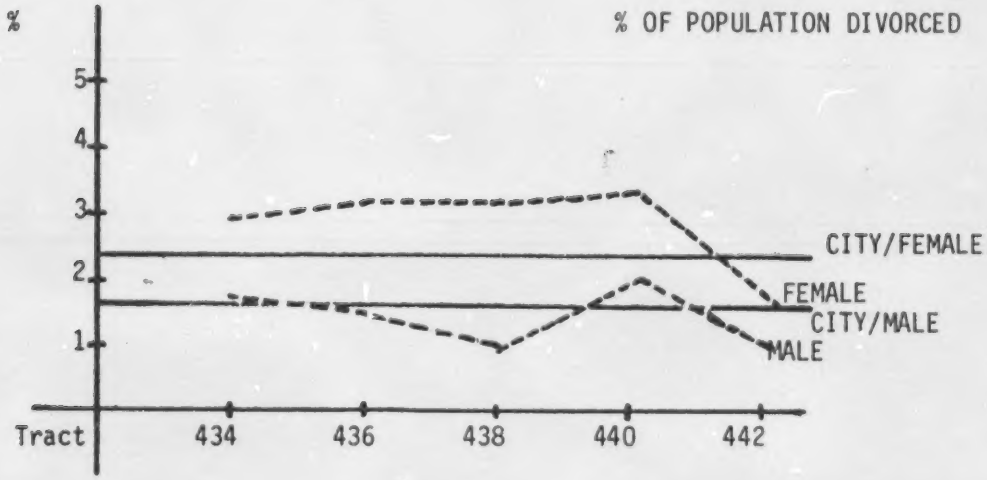


FIGURE 19



A majority of the service area's population lives in households rather than group quarters.[7] 13.4% of family units have female heads and the average number of children per family unit is 1.0. (Figures 20-24).

Figure 20 FAMILY STRUCTURE

	434	436	438	440	442	s.a.	city
PERCENT OF POPULATION IN HOUSEHOLDS	98.3	99.6	99.6	99.5	99.6	99.4	92.7
PERCENT OF POPULATION IN GROUP QUARTERS	1.7	.4	.4	.5	.4	.6	7.3
NUMBER OF FAMILIES	403	422	911	2622	809	5167	40,285
AVERAGE CHILDREN PER FAMILY	.8	1.0	.9	.9	1.6	1.0	1.6
PERCENT OF FAMILIES WITH FEMALE HEAD	13.2	12.1	8.6	13.7	18.5	13.4	10.3

NATIONAL ORIGIN AND RACIAL COMPOSITION

93.4% of the population are at least second generation Americans. 6.6% are of foreign stock, with only 2.0% of these foreign born. Among those of foreign stock the United Kingdom, Ireland, Canada, and Poland are represented by significant proportions.

82.3% of the population is white and 17.4% black. These percentages, however, are for the total service area; percentages vary dramatically from tract to tract.

[7] The census bureau's definition of group quarters includes institutions, rooming houses, military barracks, college dormitories, fraternity and sorority houses, hospitals, monasteries, convents and ship, (U.S. Bureau of the Census. 1970 census of population and housing. Norfolk-Portsmouth, Va. Standard Metropolitan Statistical Area, Feb. 1972.)

FIGURE 21

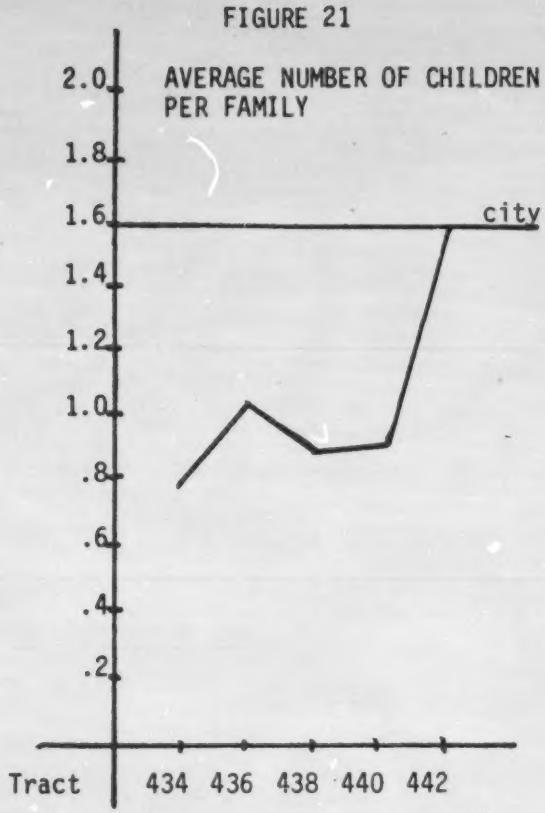
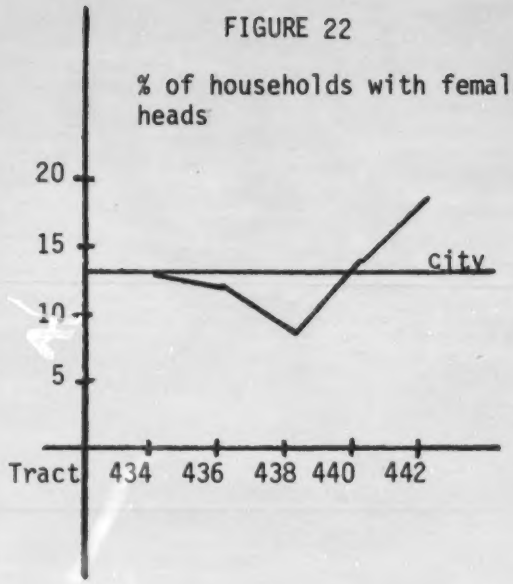


FIGURE 22



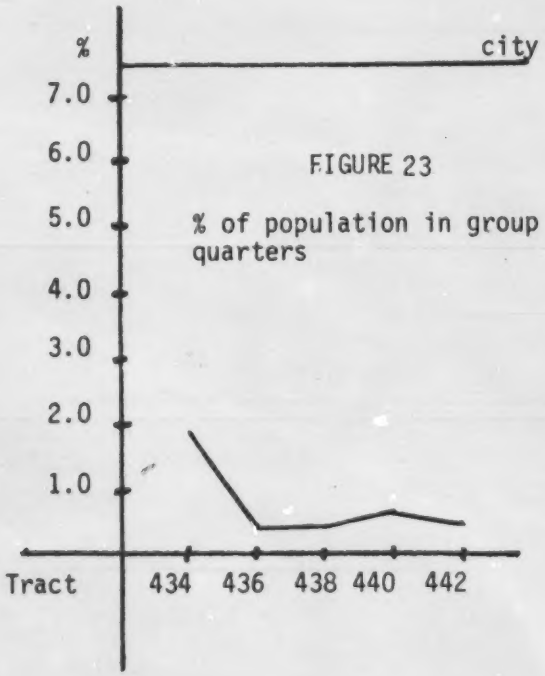


FIGURE 23

% of population in group quarters

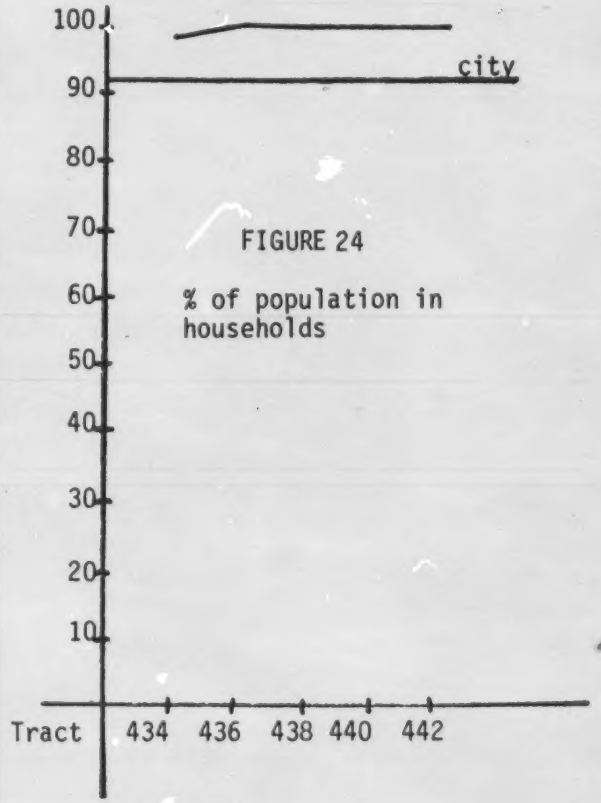
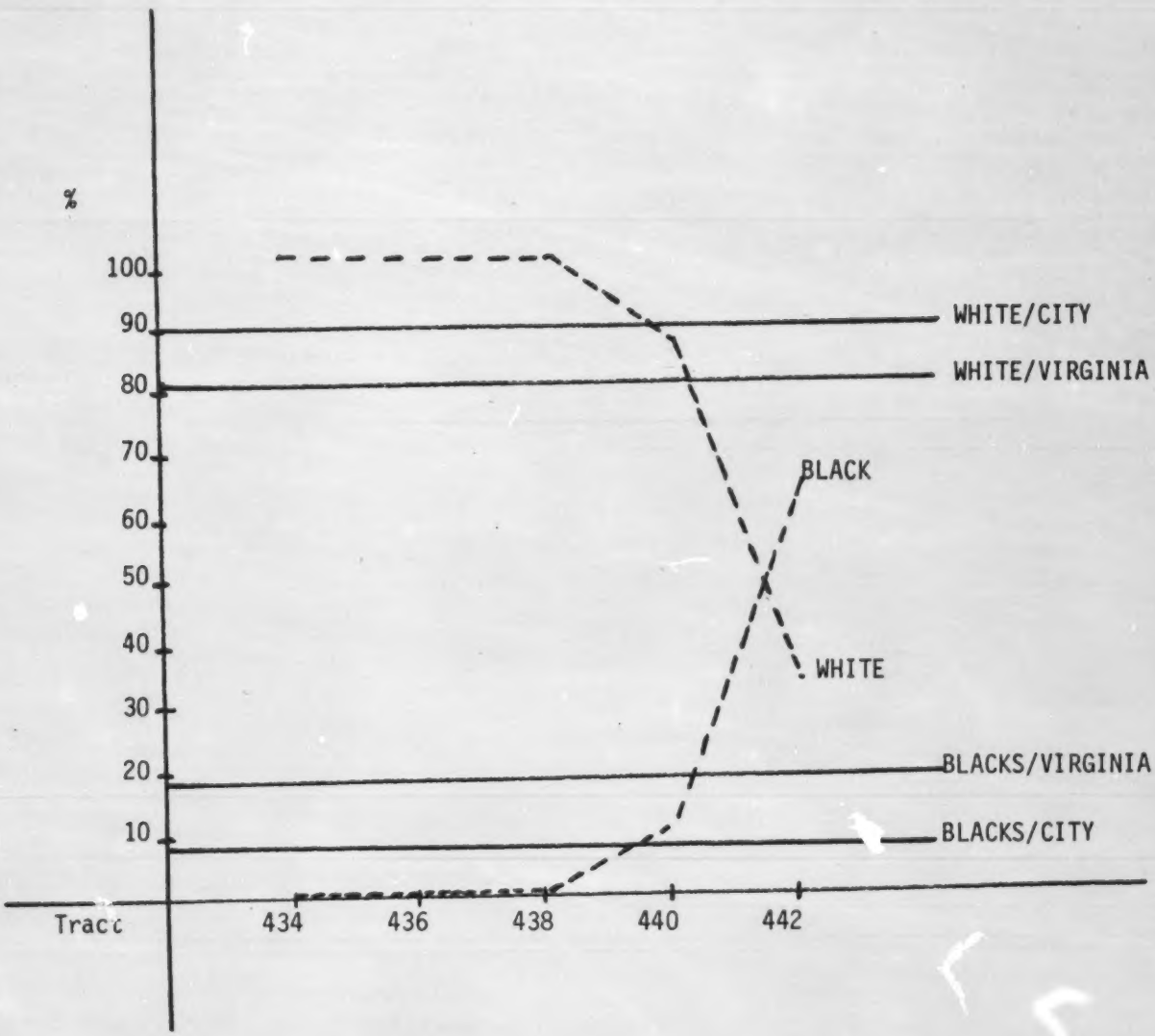


FIGURE 24

% of population in households

FIGURE 25

RACIAL COMPOSITION



EDUCATIONAL LEVEL

The service area is well educated with the median years of school completed equal to, or greater than, that for the city (with the exception of tract 442) and with larger percentages of high school attendance and/or graduation (with the exception of tracts 440 and 442). Very small percentages have received no schooling and only tract 442 shows a large percentage with junior high educations or less.

Figure 26 YEARS OF SCHOOL COMPLETED (% OF POPULATION 25 AND OVER)

TRACT	434	436	438	440	442	s.a.	city
NO EDUCATION	.5	.4	.4	.7	2.1	.8	.8
1-8 YEARS	4.2	3.2	6.9	18.4	44.4	17.0	16.0
HIGH SCHOOL (1-4 YRS.)	31.0	26.9	35.8	52.0	46.9	43.3	56.1
COLLEGE (1-4 YRS.)	64.3	69.5	56.9	28.8	6.6	38.9	27.1
MEDIAN YEARS OF SCHOOL COMPLETED	14.9	14.7	13.8	12.3	9.5	----	12.4
% OF HIGH SCHOOL GRADUATES	85.2	88.9	80.6	59.1	30.0	65.1	62.6

INCOME

The greatest percentage of families or unrelated individuals sharing an income in 1970 earned $8,000-14,999. (These figures are difficult to analyze due to the spiraling inflation of the eight years since enumeration. The percentages will be shown, however, as historical description. The influence of inflation and relative buying power should be kept in mind when reviewing income data). Two tracts (436, 438) show substantially higher incomes than the city median income of $10,309.

Figure 27	INCOME						
TRACT	434	436	438	440	442	s.a.	city
LESS 5,000	17.9	4.6	8.5	29.2	40.0	24.3	15.1
5,000-7,999	16.2	13.2	11.7	24.2	31.3	21.5	18.8
8,000-14,999	34.3	29.6	23.9	35.4	25.0	31.2	43.0
15,000-24,999	18.8	30.3	27.6	10.2	3.7	14.6	18.7
25,000-49,999	8.7	16.3	21.1	.6	---	6.1	3.6
50,000+	4.1	6.0	7.2	.4	---	2.3	.8
MEDIAN INCOME	10,614	15,873	16,952	7,610	6,057	---	10,309

LABOR FORCE CHARACTERISTICS[8]

EMPLOYMENT STATUS

The majority of men are part of the labor force while women are split almost evenly between those in and those out of the labor force. In all tracts at least half if not more of all eligible men and women are in the labor force.

[8]Employed persons comprise all civilians 16 years old and over who were either (a) AT WORK... or (b) were WITH A JOB BUT NOT AT WORK... due to illness, bad weather, industrial dispute, vacation...Persons were classified as unemployed if they were civilians 16 years old and over (a) were not AT WORK nor WITH A JOB, BUT NOT AT WORK (b) were looking for work during the past 4 weeks and (c) were available to accept a job... The LABOR FORCE includes all persons in the civilian labor force plus members of the armed forces... NOT IN LABOR FORCE... consists mainly of students, housewives, retired workers, seasonal workers... those not looking for work, inmates of institutions, disabled persons...(U.S. Bureau of the Census. 1970 census of population and housing. Norfolk-Portsmouth, Virginia Standard metropolitan statistical area (and adjacent area), Feb. 1972. Appendix B, page APP 6-7.)

Figure 28	EMPLOYMENT STATUS						
TRACT	434	436	438	440	442	s.a.	city
MEN							
IN LABOR FORCE	37.4	38.2	33.7	43.6	40.1	40.2	47.1
NOT IN LABOR FORCE	6.5	9.0	10.7	5.9	8.4	7.4	6.0
WOMEN							
IN LABOR FORCE	30.3	23.9	17.5	23.6	26.5	23.7	18.1
NOT IN LABOR FORCE	25.8	28.9	38.1	26.9	25.0	28.7	28.8
TOTAL MEN AND WOMEN IN LABOR FORCE	67.8	62.1	51.1	67.2	66.7	63.9	65.1
TOTAL MEN AND WOMEN NOT IN LABOR FORCE	32.2	37.9	48.9	32.8	33.3	36.1	34.9

Although the ratio varies between tracts, the service area labor force ratio of military to civilian males is about 1:2, for females 1:99. When males and females are grouped together, the ratio is almost 1.4.

Figure 29	LABOR FORCE - % CIVILIAN/MILITARY						
TRACT	434	436	438	440	442	s.a.	city
MALE							
MILITARY	40.8	20.8	13.9	37.7	31.7	32.3	43.1
CIVILIAN	59.2	79.2	86.1	62.3	68.3	67.7	56.9
FEMALE							
MILITARY	.9	1.3	0.0	1.1	1.3	.10	.6
CIVILIAN	99.1	98.7	100.0	98.9	98.7	99.0	99.4
TOTAL MALE AND FEMALE							
MILITARY	22.9	13.3	9.2	24.9	19.6	20.7	31.3
CIVILIAN	77.1	86.7	90.8	75.1	80.4	79.3	68.7

Civilian unemployment does not exceed 7% (1.3% for males, 5.6% for females and 3.3% for the service area. 39.2% of the labor force were females with the husband present in the household (50.3% of all the females in the labor force), while 29.3% of the labor force were females with the husband present and with children under six years of age (8.9% of all females in the labor force).

The largest percentage of civilian occupations in the service area were in the professional/managerial category (35.6%, followed in order by sales and clerical (29.7%), labor and service workers (19.8%) and skilled workers (14.9%).[7] The tracts however, vary considerably in percentage points and often differ from city percentages.

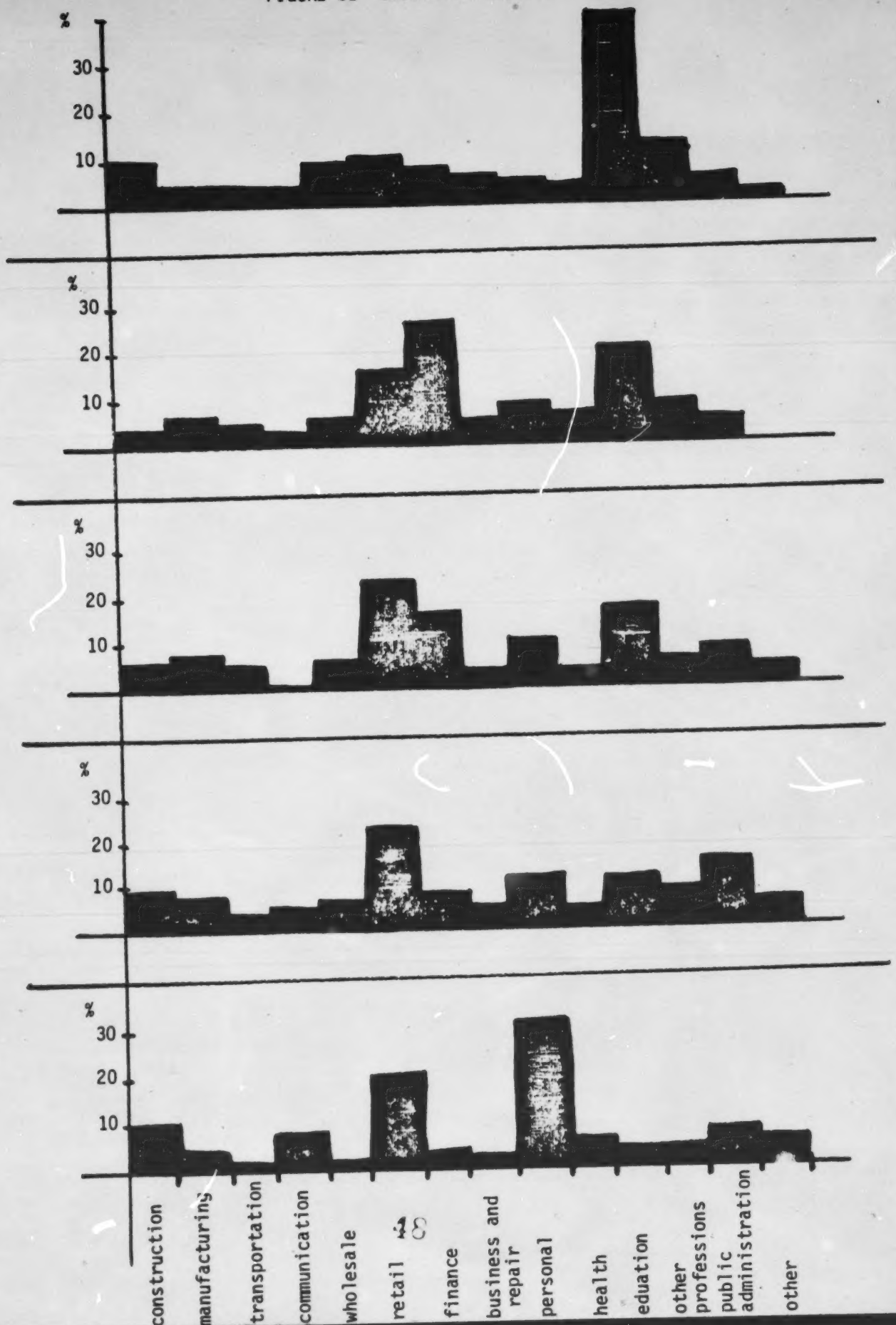
Figure 30 CIVILIAN OCCUPATIONS

TRACT	434	436	438	440	442	s.a.	city
PROF. & MAN.	60.6	54.4	49.6	30.5	6.5	35.6	29.3
SALES & CLERICAL	28.8	36.2	37.7	32.1	9.5	29.7	32.0
SKILLED WORKERS	5.7	2.0	7.4	18.7	25.6	14.9	22.1
LABOR, SERVICES, ETC.	4.8	7.4	5.1	18.7	58.4	19.8	16.6

When civilian occupations are subdivided into industries, differences again are noted between tracts. Although retail trade is important in several tracts (as it is citywide), each area is distinct in its industrial concentration. (Figure 31).

[7] Professional/managerial=professionals, technicians, managers and administrators. Sales and clerical=sales workers and clericals. Skilled workers = craftsmen, foremen, operatives and transport equipment operators. Labor and service workers = laborers, farm workers, service workers and private household workers.

FIGURE 31 CIVILIAN INDUSTRY



PLACE OF WORK/METHOD OF TRANSPORATION

As Virginia Beach offers little mass transportation, the majority of workers in the service area drive a personal automobile to work. (86.3% of all housing units have at least one car available.) 92.0% work within the Norfolk-Portsmouth standard metropolitan statistical area, 73.9% in the city of Virginia Beach.

Figure 32	PLACE OF EMPLOYMENT						
TRACT	434	436	438	440	442	s.a.	city
INSIDE SMSA	93.3	94.4	87.7	92.1	94.5	92.0	87.5
NORFOLK CENT.	7.5	8.7	5.5	3.0	.9	4.1	4.1
NORFOLK-OTHER	29.1	30.8	22.3	15.4	10.3	18.5	34.7
PORTSMOUTH CENT.							
PORTSMOUTH-OTHER	1.8	1.5	3.4	1.5	.8	2.0	2.8
CHESAPEAKE CITY	2.9	4.0	1.9	1.0	.3	1.5	2.5
VIRGINIA BEACH CITY	55.7	55.0	66.8	79.0	87.6	73.9	55.9
OUTSIDE SMSA	2.6	.9	3.2	2.8	2.4	2.6	3.0
NOT REPORTED	4.2	4.7	9.1	5.1	4.7	5.4	9.5

Figure 33	MEANS OF TRANSPORATION TO EMPLOYMENT						
TRACT	434	436	438	440	442	s.a.	city
PRIVATE AUTO							
DRIVER	79.5	88.0	77.6	72.9	56.2	73.2	72.7
PASSENGER	13.9	9.2	10.1	14.5	16.9	13.7	10.2
BUS (STREET CAR)	1.3	.8	2.9	3.3	14.7	4.4	2.2
SUBWAY, EL, RR							.2
WALKED	.9	4.2	19.6	1.5	2.5	4.3	4.9
WORKED AT HOME	.5	---	3.5	1.9	2.9	1.9	3.8
OTHER	2.9	1.0	3.2	2.1	4.0	2.5	6

Figure 34	AUTOMOBILES AVAILABLE PER HOUSING UNIT						
TRACT	434	436	438	440	442	s.a.	city
1	49.1	35.9	34.4	55.4	52.6	49.1	45.1
2	34.7	47.7	41.5	27.1	21.1	31.3	42.4
3 OR MORE	10.4	14.4	7.9	4.4	.5	5.9	7.1
NONE	5.8	2.0	16.2	13.1	25.8	13.7	5.4

SUMMARY

TRACT 434

1. majority aged 19-64 with significant group over 65
2. slightly more females than males (8.8%)
3. equally divided between married and single
4. household structure with significant percentage female heads (13.2%)
5. .8 children per family
6. white
7. high school education or better (median is high school plus 2 years)
8. median income $10,614
9. majority of men and women in labor force
10. civilian (although only 18% more than military)
11. professional/managerial occupations (followed by sales/clerical)
12. majority in field of education
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal auto to place of employment
15. majority have 1 car, large percentage have at least 2

TRACT 436

1. majority aged 19-64 with significant percentage aged 5-13
2. slightly more females than males (5.4%)
3. slightly more married than single
4. household structure with significant percentage female heads (12.1%)
5. 1 child per family
6. white
7. high school education or better (median is high school plus 2.7 years)
8. median income $15,873
9. majority of men in labor force; women split about 50/50 with slightly more out of the labor force
10. civilian
11. professional/managerial occupations (followed by sales/clerical)
12. majority in finance (followed by education and retail)
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal auto to place of employment
15. largest percentage has 2 cars

TRACT 438

1. majority aged 19-64 (also largest percentage in the service area aged 65 or more, 16.9%)
2. more females than males (8.4%)
3. ratio of married to single is 3:1
4. household structure with 8.6% female heads
5. .8 children per family
6. white
7. high school education or better (median is high school plus 1.8 years)
8. median income $16,952

9. majority of men in the labor force; majority of women not in the labor force
10. civilian
11. professional/managerial (followed by sales/clerical)
12. retail occupations (followed by education and finance)
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal auto to place of employment (also largest percentage in service area of those walking to work and of those working at home)
15. largest percentage has 2 cars available (also significant percentage with no car available)

TRACT 440

1. majority aged 19-64 with significant percentage aged 5-13
2. equally divided between males and females
3. married to single ratio 2.75:1
4. household structure with 13.7% female heads
5. .9 children per family
6. predominately white with 12% black
7. high school education or better (median is high school plus .3 years)
8. median income $7,610
9. majority of men in the labor force: women divided about 50/50 with slightly more out of the labor force
10. civilian
11. sales and clerical occupations (followed by professional/managerial)
12. retail occupations (followed by public administration)
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal automobile to place of employment
15. majority has 1 car available

TRACT 442

1. majority aged 19-64 with significant percentage aged 5-13
2. slightly more females than males (1%)
3. married to single ratio 2.6:1
4. household structure with 18.5% female heads
5. 1.6 children per family
6. black with 34% white
7. junior high school education (70% have not graduated from high school; median is 9.5 years)
8. median income $6,057
9. majority of men in labor force; women divided about 50/50 with slightly more in the labor force
10. civilian
11. labor/service occupations (followed by skilled workers)
12. personal services (followed by retail and construction)
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal auto to place of employment (largest percentage of passengers in private autos and bus riders)
15. majority have 1 car (largest percentage with no car available)

SERVICE AREA

1. majority 19-64
2. slightly more females than males (3.2%)
3. married to single ratio 2.4:1
4. household structure with 13.4% female heads
5. 1.0 child per family
6. white with 17.4% balck
7. high school education or better
8. median income in the $8-10,000 range
9. majority of men in the labor force; women divided about 50/50 with slighly more out of the labor force

10. civilian
11. professional/managerial (followed by sales/clerical and labor/service)
12. education occupations (followed by finance and retail)
13. majority work in Virginia Beach (followed by Norfolk)
14. drive personal car to place of employment or are passengers in private car
15. largest percentage has at least 1 car available

VIRGINIA BEACH PUBLIC LIBRARY SYSTEM

HISTORY

The Virginia Beach -Princess Anne County Library opened in May 1959. Located in the former Chesapeake and Potomac telephone builidng at 302 22nd Street, it held an initial collection of 5,000 volumes. Local citizens donated the needed money ($28,555) for purchasing and improving the building; federal and state funds were employed to purchase books; and both the city of Virginia Beach and Princess Anne County provided funds for continuing operations. Bookmobile service was initiated in October 1959.

With the merger of Virginia Beach and Princess Anne County in January 1963, the status of the library changed from regional to municipal. Section 27-1, paragraph 1 of the Code of the City of Virginia Beach indicates this change:

> The free public library heretofore created by agreement between the city of Virginia Beach and Princess Anne County is hereby continued and shall be designated the 'Virginia Beach Public Library'.

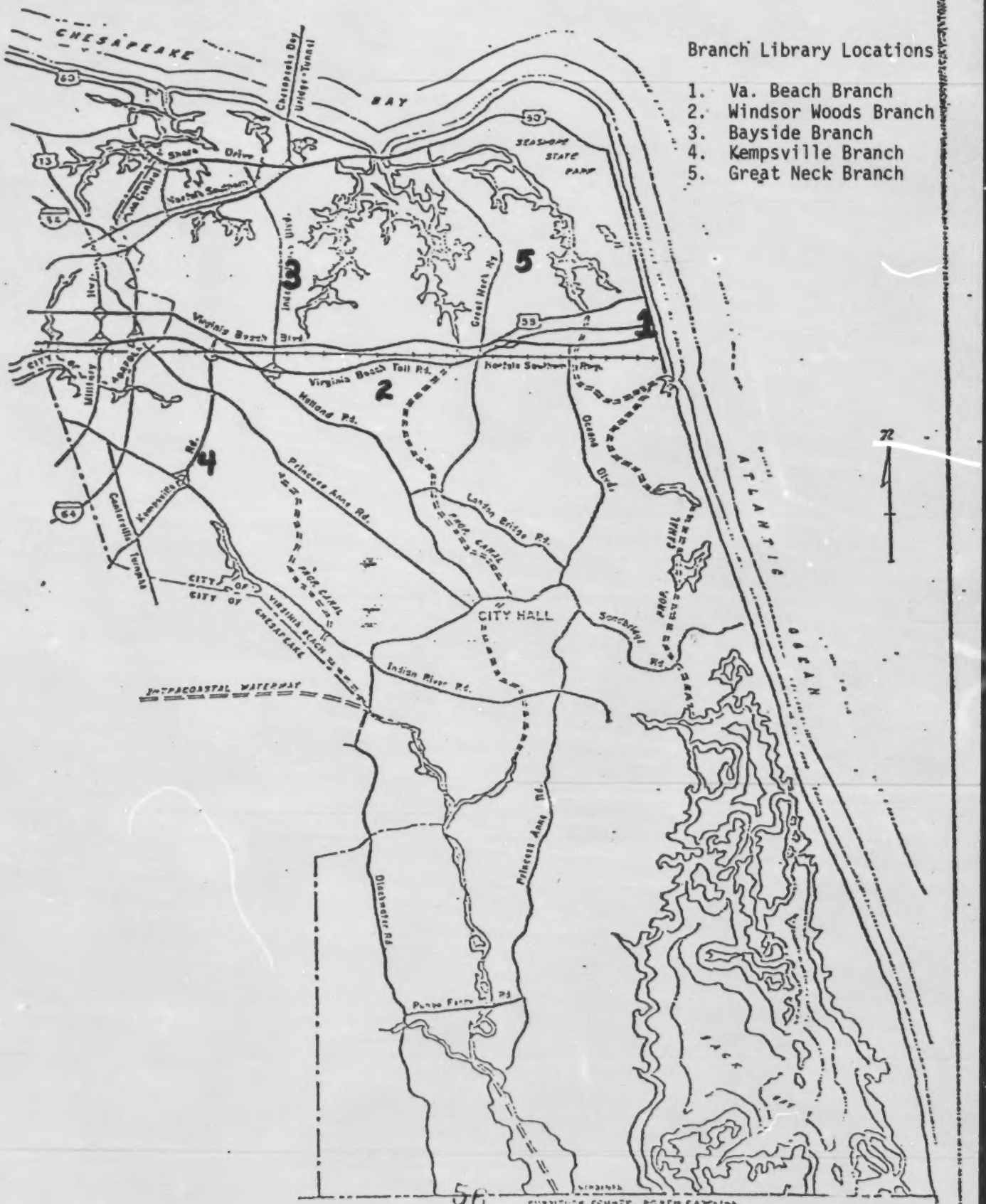
Rapid growth followed, spurred on by the equally rapid expansion of the city and its population. (Nearly 1,000 persons relocated to Virginia Beach each month.) The Windsor Woods Branch opened on May 10, 1966 and was expanded in 1974. The Bayside Branch was dedicated in September 1967 and expanded in 1974. In April 1969, the Kempsivlle Branch began operations and in October 1976, the Great Neck Branch was dedicated. (Figure 35)

As the Virginia Beach Public Library System entered the 1970's, the five branches and bookmobile faced the challenge of keeping pace with the fastest growing city in the Commonwealth of Virginia. Currently over 86,000 citizens, or 34% of the population are registered library users.

The configuration of libraries in urban areas has typically featured a main facility located in a central business district with small branch libraries s ced strategically throughout the community. The function of the main library has been

FIGURE 35

VIRGINIA BEACH, VIRGINIA



to house the majority of the system's collection, to provide the staff and materials for research and information assistance, and to serve as the core for almost all administrative and technical functions. The branch library often assumes the role of an agency for the circulation of popular books at the neighborhood level, with minimal reference assistance handled by the circulation staff. While this traditional concept of centralization offers some attractive solutions to duplication of personnel and materials, this alternative is not viable for a city such as Virginia Beach for several reasons.

First, with no central business district, there exists no one place where citizens congregate to work or shop. To the contrary, a growing decentralization in urban living is seen in the large multi-purpose shopping centers, offices, and industrial parks scattered throughout the city. Second, Virginia Beach residents, in the absence of meaningful mass transportation in an area covering 259 square miles, are dependent upon automobiles. Third, it is not cost effective, particularly in a time of financial constraints, to duplicate specialized materials already available within the Tidewater area in such public facilities as Kirn Memorial Library (Norfolk's main library) or at academic institutions such as Old Dominion University.

Since traditional library building configurations are not suitable for Virginia Beach, alternatives have been sought, keeping in mind the importance of the flexibility necessary in order that physical structures can adapt to rapidly growing populations, shifts in age groups, and new library services and technologies. Thus future library expansion in Virginia Beach will be through additional branch libraries built in response to population distributions. These branches will serve large areas, as opposed to neighborhoods, in order to provide economic and efficient service. As library branches are most successful in areas where people go to work or shop, rather than where they live, high visibility and easy accessibility requirements will place future branches primarily in commercial districts, shopping areas, or along major thoroughfares.

ORGANIZATION AND ADMINISTRATION

As the head of one of seventeen city departments, the Director of the Department of Public Libraries is appointed by the City Manager, reports directly to that office, and is housed in the Administration Building within the city's Municipal Complex. The Director must be a librarian, certified by the Virginia State Library Board.

The Library Director is responsible for the operation of the library system including administration of the budget, selection of personnel, development of the library's collections, services, and facilities, presentation of special reports as requested by the Library Board and citizens, and submittal of annual reports.

The Library Director is assisted with various phases of library planning and policy by the Library Board on an advisory basis. The Board is composed of eleven members appointed by City Council for three year terms. The Library Director serves as secretary to the Library Board.

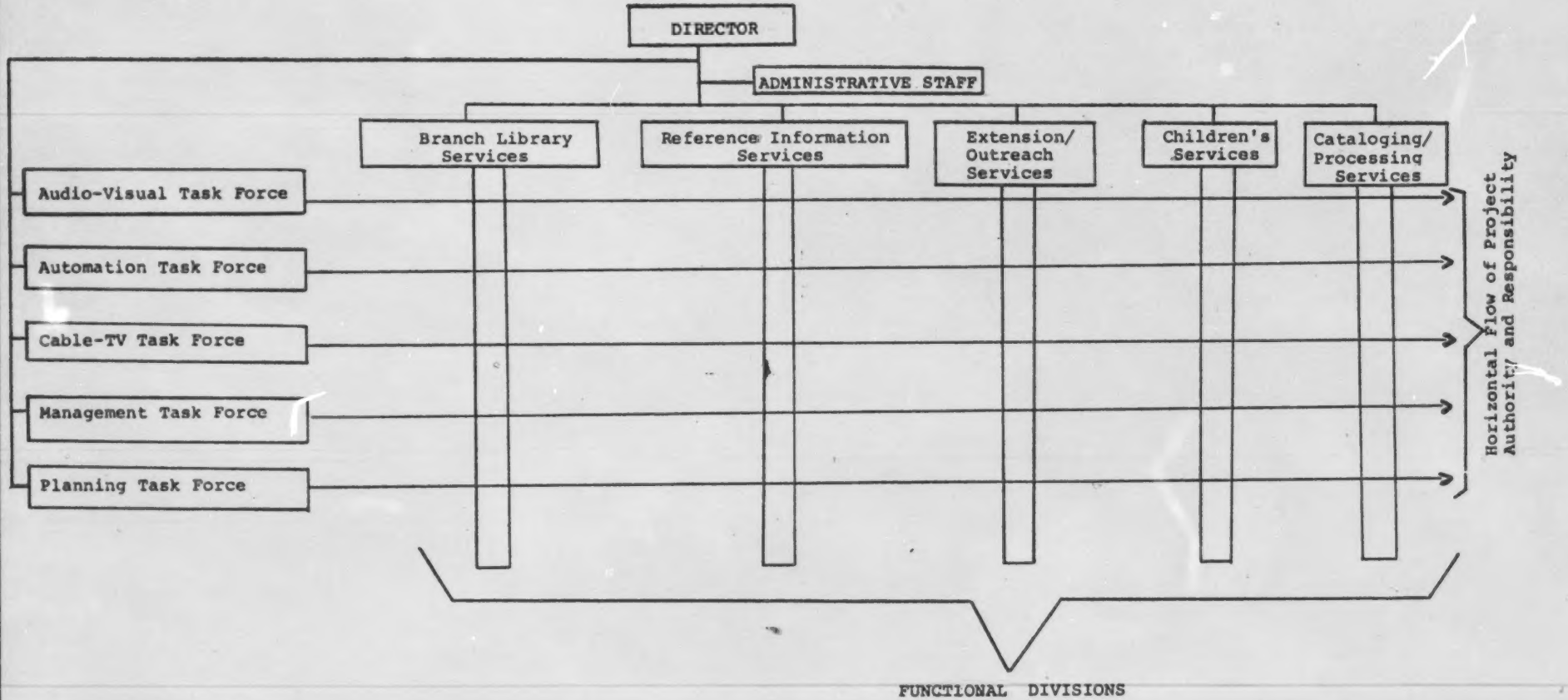
The Department of Public Libraries is organized into six basic divisions according to function performed. Branch Services, Reference/Information Services, Extension and Outreach Services, and Children's Services form the public contact core of the Department, while Administration and the Technical Services Division provide support for these various divisions.

The basic management team is comprised of Branch and Division Heads, an Administrative Assistant and the Library Director. Each Division and Branch Head is responsible for the administration, staffing and budget preparation for that Branch or Division. In order to achieve effective and systematic communication between the branches, divisions and administration offices, monthly staff meetings are held to discuss systemwide development and procedures, to coordinate activities, and to request input on various topics.

FIGURE 36

DEPARTMENT OF PUBLIC LIBRARIES

ORGANIZATION MATRIX



Five task forces, with membership cutting across divisional lines and positional levels, deal with special problems and concerns of the entire library system. The Audio-Visual, Automation, Management, Planning and Video Task Forces constitute a horizontal flow of project authority and responsibility (Figure 36).

In addition, ad hoc committees charged with formulating recommendations on specific functions (interlibrary loan procedures, evaluation procedures, etc.) are created as needed and disbanded when their tasks are completed. Again, these committees cut across positional levels to insure that all viewpoints are represented.

FINANCIAL SUPPORT

During fiscal 1977/78, the Virginia Beach Public Library System received $55,690 in state aid and $11,648 in federal aid. Revenue sharing money is received as available.

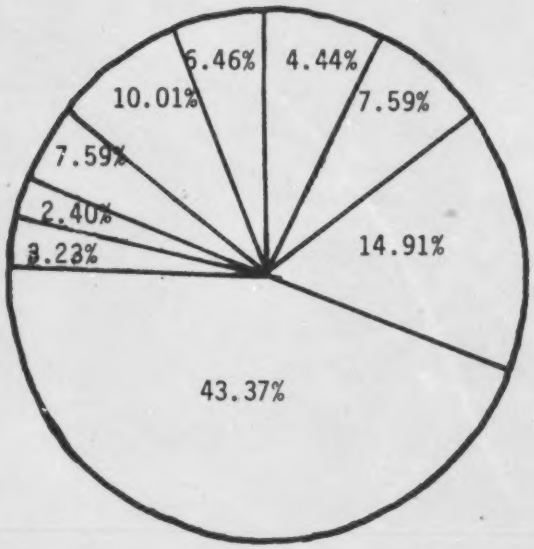
Figure 37 LIBRARY BUDGET 1968/69-1978/79

FY	LOCAL	STATE AID	FEDERAL AID	TOTAL	% +/-
1968/69	$ 186,522	$ 5,000	$15,255	$ 206,777	
1969/70	225,178	5,000	7,658	237,836	+13.1
1970/71	316,117	11,995	25,387	353,499	+32.8
1971/72	416,372	12,773	15,593	444.738	+20.5
1972/73	547.079	39,810	11,943	598.832	+25.7
1973/74	736,689	45,585	12,506	794,780	+24.6
1974/75	862,447	51,136	5,653	919,236	+13.5
1975/76	927,853	48,937	11,306	988,096	+ 7.0
1976/77	1,238,373	51,114	15,533	1,305,020	+24.3
1977/78	1,095,210	55,690	11,648	1,162,548	-10.9
1978/79	1,227,545*	75,512	7,571	1,310,028	+11.3

*represents .8% of the total city budget for FY 1978/79

FIGURE 38

Budget Breakdown
City of Virginia Beach[10]



KEY	
Education	43.37%
Parks & Recreation and Libraries	3.23%
Fire	2.40%
General Government	7.59%
Debt Service	10.01%
All Other	6.46%
Health & Welfare	4.44%
Police & Judicial System	7.59%
Utilities & Public Works	14.91%

RELATIONSHIP WITH OTHER LIBRARIES

The four city region of Virginia Beach Chesapeake-Norfolk-Portsmouth, Virginia forms a natural system of economic and social interaction, while maintaining distinctly separate political jurisdications. As a portion of the population finds it economical in terms of both time and money to work in one city and live in another, there is considerable use of the each library system by non-residents. Virginia Beach offers free library cards to non-residents, while Chesapeake, Norfolk and Portsmouth charge a non-resident fee. It is anticipated that this fee will be abolished as networking agreements become more formal.

The library systems in this four city area maintain frequent contact through monthly meetings and special projects. The relationship between directors is extremely good, resulting in such cooperative ventures as relaxed interlibrary loan codes, multi-city summer reading programs, and joint grant applications for

[10]Ledger-Star March 31, 1978, pp. 1,4.

cooperative projects.

Statistically, the Virginia Beach Public Library System is becoming one of the leaders among the Commonwealth's 88 city, town, regional and county libraries, as well as among the six Tidewater area libraries. The following series of tables illustrates this leadership. (All figures are for FY 1976/77 and based on 1970 census figures.)

Figure 39 — CIRCULATION

Virginia		Tidewater	
1. Fairfax	4,952,132	1. Norfolk	1,163,378
2. Arlington	1,293,882	2. VA. BEACH	1,083,646
3. Norfolk	1,163,378	3. Walter C. Rawls	387,142
4. VA. BEACH	1,083,646	4. Chesapeake	370,804
5. Richmond	1,018,773	5. Portsmouth	370,564
6. Henrico	1,014,916	6. Suffolk	72,121

Figure 40 — NUMBER OF OUTLETS IN SYSTEMS SERVING OVER 100,000 POPULATION

	BRANCHES	STATIONS	BOOKMOBILES
1. Fairfax	17	5	2
2. Norfolk	10		2
3. Lonesome Pine	8		3
4. Jefferson-Madison	6	2	2
5. Roanoke	5	2	1
6. Richmond	5		2
7. Arlington	7		
8. VA. BEACH	5		1
9. Henrico	5		1
10. Newport News	4		1

Figure 41 INCOME

Virginia		Tidewater	
1. Fairfax	$5,069,757	1. Norfolk	$2,148,830
2. Norfolk	2,148,830	2. VA. BEACH	1,305,020
3. Arlington	2,092,508	3. Chesapeake	471,434
4. Richmond	1,362,806	4. Portsmouth	464,570
5. Henrico	1,348,725	5. Walter Cecil Rawls	244,950
6. VA. BEACH	1,305,020	6. Suffolk	40,433
7. Alexandria	1,134,736		
8. Chesterfield	1,026,040		

Figure 42 EXPENDITURES FOR SALARIES

Virginia		Tidewater	
1. Fairfax	$3,490,897	1. Norfolk	$1,603,456
2. Arlington	1,686,489	2. VA. BEACH	785,284
3. Norfolk	1,603,456	3. Portsmouth	321,995
4. Richmond	1,035,944	4. Chesapeake	302,398
5. VA. BEACH	785,284	5. W. C. Rawls	138,230
6. Alexandria	754,813	6. Suffolk	29,570
7. Henrico	724,987		

Figure 43 EXPENDITURES FOR BOOKS AND RELATED MATERIALS

Virginia		Tidewater	
1. Fairfax	$ 971,861	1. VA. BEACH	$ 314,096
2. Henrico	323,982	2. Norfolk	263,961
3. VA. BEACH	314,096	3. Portsmouth	92,439
4. Norfolk	263,961	4. Chesapeake	84,003
5. Richmond	240,535	5. W. C. Rawls	67,268
		6. Suffolk	10,159

Figure 44 LOCAL EXPENDITURES PER CAPITA

Virginia		Tidewater	
1. Arlington	$11.66	1. VA. BEACH	6.77
2. Fairfax	10.04	2. Norfolk	6.47
3. Alexandria	9.50	3. Chesapeake	4.27
4. Henrico	8.00	4. Portsmouth	3.73
5. VA. BEACH	6.77	5. W.C. Rawls	1.50
6. Prince Williams	6.48	6. Suffolk	.90
7. Norfolk	6.47		
8. Roanoke	5.88		

Figure 45 BOOKS PER CAPITA

Virginia systems serving over 100,000 population

1.	Roanoke (established 1945	2.98
2.	Arlington (established 1937)	2.48
3.	Fairfax (established 1939)	2.47
4.	Alexandria (established 1794	2.46
5.	Lonesome Pine (established 1964)	2.45
6.	Richmond (established 1924)	2.24
7.	Norfolk (established 1870)	1.95
8.	Newport News (established 1968)	1.76
9.	Jefferson-Madison (established 1972)	1.74
10.	Portsmouth (established 1914)	1.53
11.	Chesapeake (Established 1963)	
12.	Henrico (established 1966)	1.49
13.	Hampton (established 1926)	1.44
14.	Prince William (established 1952)	1.37
15.	VA. BEACH (ESTABLISHED 1959)	1.26
16.	Walter Cecil Rawls (established 1958)	.99

Tidewater

1.	Norfolk	1.96
2.	Portsmouth	1.53
3.	Chesapeake	1.52
4.	VA. BEACH	1.26
5.	W. C. Rawls	.99
6.	Suffolk	.63

In summary, Virginia Beach Public Library System consistently ranks within the top 20 library systems in the Commonwealth, and first or second within the Tidewater area.

VIRGINIA BEACH BRANCH/OCEANFRONT BRANCH LIBRARY

HISTORY

The present Virginia Beach Branch of the Virginia Beach Public Library System opened in May 1959 as the Virginia Beach-Princess Anne County Library System at 302 22nd Street in a two-story brick building which had been used by the Chesapeake and Potomac Telephone Company for offices and equipment before conversion to the dial system.

The building was purchased and improved with $28,555 in donation from local citizens, and federal and state funds were used to purchase the initial 5,000 volume book collection. The library served both city and county residents, with its operations funded by both the city and county.

When the city and county merged in January 1963 to form the present city of Virginia Beach, the library's status changed from regional to municipal and it was designated as the Virginia Beach Public Library.

Today the library is one of five branches of the Virginia Beach Public Library System.

ORGANIZATION AND ADMINISTRATION

In an organization like that of the other Virginia Beach Public Library branches, the branch is administered by a Librarian II who is responsible for managing branch operations and collections, selecting and evaluating personnel, preparing and monitoring the branch budget, and contributing to systemwide projects and policymaking. This person must be a graduate of an accredited library school, must be certified by the State Library Board, and must have had appropriate supervisory experience.

The current branch staff is distinctive because of the large age range (from

16 to 73), a factor which has contributed to good public relations. The non-professional staff is composed of seven full-time employees: a Library Assistant Supervisor, who oversees day-to-day operations; three Library Assistant IIs, two Library Assistant Is, and one Library Assistant Trainee (under CETA funding).

The part-time staff is made up of one Library Assistant I who works 16 hours a week (and has a permanent part-time status unique in the library system) and four library pages, three of who work 24 hours a week, and one six hours a week.

BUDGET

In past years the budget request for any branch or division, although submitted individually by a branch or division head, has resulted in a lump-sum line-item departmental budget.

In order to determine the cost of specific services, the city adopted the zero-based budgeting process for fiscal 1978/79. Thus actual branch or division budgets could be indentified within the total departmental request.

Figure 46 VIRGINIA BEACH BRANCH LIBRARY BUDGET

	1977/78 (est.)	1978/79
Personal services	$ 82,553	$ 84,151
Contractual services	8,453	9,846
Materials and supplies	4,126	4,758
New equipment (including books and periodicals)	23,465	34,598
TOTAL	$118,597	$133,353*
CETA (Comprehensive Employment and Training Act Fund)	6,328	6,328
	$124,925	$139,681

*This figure represents 10.2% of the total department budget.

FACILITIES

What makes this branch particularly distinctive in the system is its

facility. The two-story, 4700 square foot building was definitely not designed as a library. The lower floor is divided into four rooms, with the front two housing the adult book collection, behind which are the reference room/librarian's office (a combination which serves neither function well) and the back room, divided by bookstacks into a periodical room and staff lounge-workroom, another cramped, unworkable combination. The upper floor is one large room which houses children's and young people's collection, has a separate circulation desk, and provides the only available space for programs.

Access to material in the library is difficult due to the current crowded conditions (including a book collection of approximately 47,000 volumes) and convoluted shelf and table arrangements. Access to the building itself is difficult, particularly during the summer, because of the lack of parking in a city in which the private car is a necessity.

With no parking lot available (just two 15-minute parking spaces immediately in front of the building), library users must depend on on-street parking. Since the branch is in the heart of the resort district such parking is difficult, if not impossible to find, especially between Memorial Day and Labor Day.

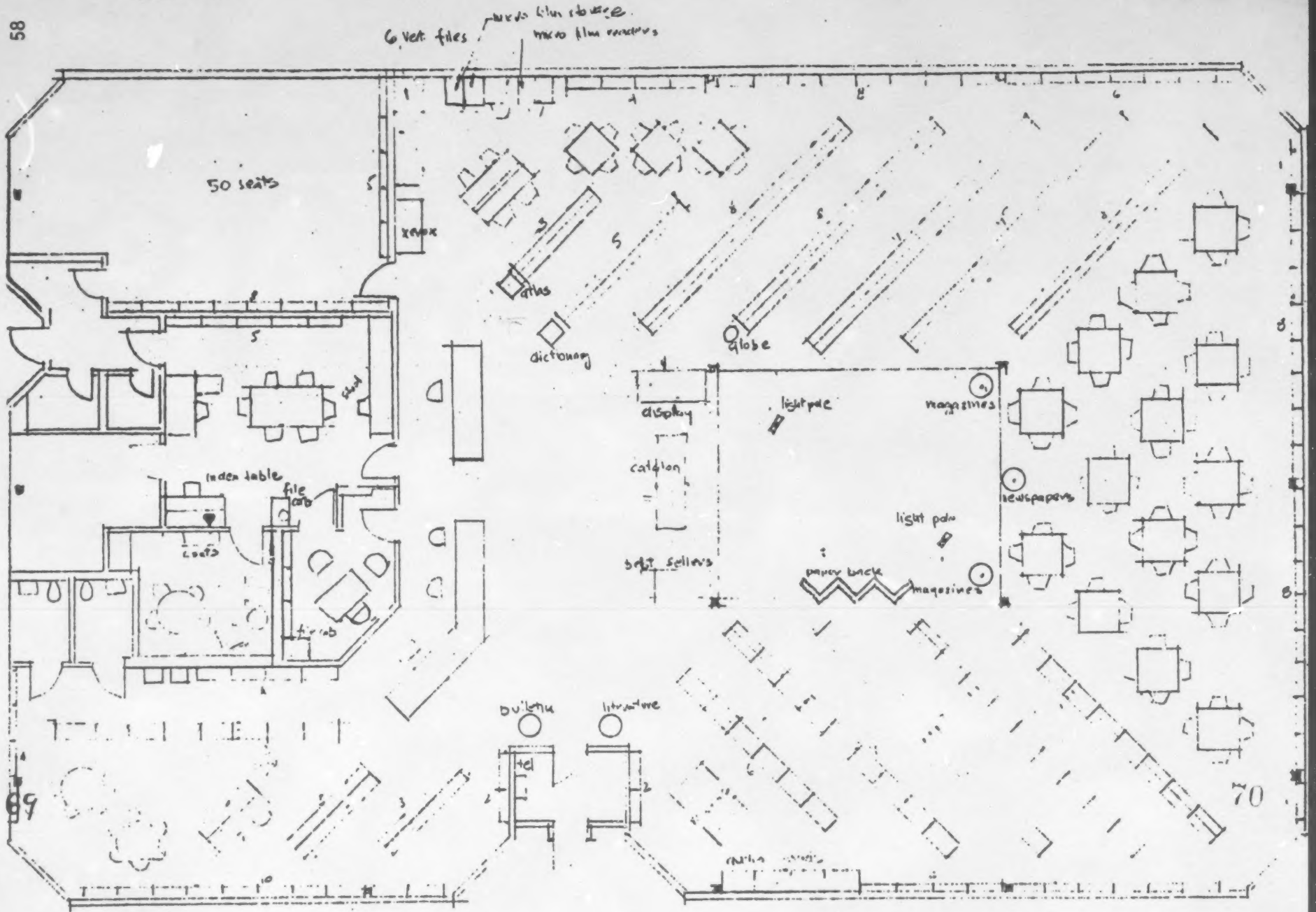
Despite problems of access and space, the branch has a certain charm, and it frequently reminds adults of the libraries of their youth. Since some current library users gave money and time to start this library 20 years ago, this branch also has strong community emotional appeal.

Space and parking problems will be solved (and the charm and emotional appeal lost) when the branch moves into a new 8,064 square foot one-story building in the fall of 1978 and becomes the Oceanfront Branch (See Figure 4, page 7).

The new branch, at 1811 Arctic Avenue, three blocks from the present facility, will have a meeting room, staff lounge, workroom, librarian's office and a public area which will feature an "outdoor" lounge area under a large skylight. (Figure 47).

FIGURE 47

Floorplan Oceanfront Branch Library



The Oceanfront Branch also will have its own 20-space parking lot. In addition, another municipal lot located across 19th Street will be available during most of the library's operating hours, and on-street parking can be used as available.

The new building will allow programming for all age groups on a regular basis. All materials will be more accessible through more spacious and logical arrangements, including an integrated adult and juvenile non-fiction book collection. The building will also permit more efficient use of staff, particularly by lowering public desk staffing requirements and by providing a large, better equipped work area.

RELATIONSHIP WITH OTHER LIBRARIES

The Virginia Beach Branch Library offers intralibrary loan and telecopier service between branches (the latter between area libraries as well); interlibrary loan service; cooperative programming (particularly in children's services); and cooperative materials selection. The following tables illustrate the statistical relationship between the Virginia Beach Branch and the other four branches in the system. (All figures are for FY 1976/77)

Figure 48	CIRCULATION	
1.	Windsor Woods	267,944
2.	Kempsville	248,552
3.	Bayside	244,728
4.	VIRGINIA BEACH	128,197
5.	Great Neck	73,051

Figure 49	BOOK COLLECTION	
1.	Bayside	50,452
2.	Windsor Woods	45,971
3.	VIRGINIA BEACH	43,416
4.	Kempsville	40,948
5.	Great Neck	17,202

Figure 50	VOLUMES ADDED	
1.	Great Neck	17,211
2.	Bayside	6,476
3.	Windsor Woods	5,194
4.	VIRGINIA BEACH	4,437
5.	Kempsville	3,954

Figure 51	VOLUMES WITHDRAWN	
1.	Bayside	3,536
2.	VIRGINIA BEACH	2,300
3.	Windsor Woods	1,354
4.	Kempsville	804
5.	Great Neck	9

Figure 52	NEW APPLICATIONS/ADULT	
1.	Bayside	4,802
2.	Kempsville	3,131
3.	Windsor Woods	2,924
4.	VIRGINIA BEACH	2,186
5.	Great Neck	1,368

Figure 53	NEW APPLICATIONS/JUVENILE	
1.	Windsor Woods	2,178
2.	Kempsville	2,070
3.	Bayside	1,888
4.	Great Neck	880
5.	VIRGINIA BEACH	595

Figure 54	NUMBER OF STAFF MEMBERS*	
1.	Bayside	13.8
2.	Kempsville	12.6
3.	Windsor Woods	12.5
4.	Great Neck	11.9
5.	VIRGINIA BEACH	10.7

*Figured as full time equivalents. FTE=35 hours per week.

MATERIAL COLLECTION

INTRODUCTION

The Virginia Beach Branch Library collection was sampled in order to analyze its size, composition, age, use and availability.

The ratio of volumes to titles for the entire system collection is 18:1. If this same ratio were extended to the branch collection, then a 10% sample would include approximately 240 titles. The actual sample, chosen from the VBPL union shelf list, was comprised of 256 titles (made up of adult and juvenile fiction and nonfiction, but excluding the reference and non-print collections). Shelf list cards were selected at 3.5" intervals and the information recorded on index cards for ease in searching. A 5% error rate is allowed to compensate for shelf list inaccuracies, misplaced materials, or search errors.

SIZE AND COMPOSITION

Despite severe space limitations, the branch collection has shown a steady increase during the period 1969-1978.

Figure 55 BOOK STOCK (Based on 100% data)

YEAR	ADULT FICTION	ADULT NONFICTION*	JUVENILE	TOTAL**
1969-70	3,861	8,988	7,373	20,222
1970-71	4,159	10,843	8,385	23,387
1971-72	4,567	12,416	9,575	26,851
1972-73	4,940	14,256	11,045	30,241
1973-74	5,300	16,439	12,586	34,325
1974-75	5,731	18,158	14,282	38,171
1975-76	6,087	19,492	15,700	41,279
1976-77	6,114	21,167	16,135	43,416
1977-78	6,263	23,123	16,133	45,519

*includes reference collection totals
**includes record collection totals

A community library collection should have 5% of its basic collection added and 5% withdrawn each year.[11] The Virginia Beach Branch Library has consistently added more volumes each year than were withdrawn. Such expansion is expected, and indeed required, in a new library branch or system. As the branch approaches its fifteenth year as part of the Virginia Beach Public Library System, the collection might begin to display signs of stabilization. Yet, if the branch collection is considered as a whole, 5.5% was withdrawn during 1976/77, but 10.7% was added. The following tables illustrate the addition/withdrawal rates and the per cent of net change for the collection.

(McNaughton rental plan books, which were subscribed to beginning in 1975/76, add an interesting and relatively unexplored facet to collection analysis. The basic McNaughton collection in the branch presently numbers 600 volumes. The effect of these titles upon circulation, turn-over rates, or selection can not be effectively calculated but should be kept in mind when reading or analyzing any of the tables contained in this section.)

Figure 56 BOOK STOCK-ADULT NONFICTION

YEAR	% TRANSFERRED	% WITHDRAWN	% ADDED	NET CHANGE
1969/70	1.2	1.2	13.3	+10.9
1970/71		1.0	21.7	+20.7
1971/72		.9	15.4	+14.5
1972/73*				+14.8
1973/74		3.4	18.7	+15.3
1974/75		2.7	13.2	+10.5
1975/76		4.5	11.9	+ 7.4
1976/77		4.1	12.7	+ 8.6
1977/78		2.9	11.3	+ 8.5

*only partial figures available

[11]Wheeler, Joseph L. The Small Library Building (Small libraries project #13) LAD, ALA, 1967.

Figure 57 BOOK STOCK - ADULT FICTION

YEAR	% TRANSFERRED	% WITHDRAWN	% ADDED	NET CHANGE
1969/70	.9	5.1	7.8	+1.8
1970/71		2.8	10.5	+7.7
1971/72		3.9	13.8	+9.9
1972/73*				+8.2
19`3/74		5.1	12.3	+7.2
1974/75		4.0	12.1	+8.1
1975/76		4.4	10.6	+6.2
1976/77		10.3	10.7	+ .4
1977/78		10.1	12.5	+2.4

*Only partial figures available.

Figure 58 BOOK STOCK - JUVENILE (FICTION & NONFICTION)

YEAR	% TRANSFERRED	% WITHDRAWN	% ADDED	NET CHANGE
1969/70	1.5	3.5	9.3	+ 4.3
1970/71		1.0	21.7	+20.7
1971/72		1.9	16.1	+14.2
1972/73*				+15.4
1973/74		2.3	16.1	+13.8
1974/75		1.4	14.8	+13.4
1975/76		1.4	11.4	+10.0
1976/77		5.6	8.4	+ 2.8
1977/78		6.0	6.0	00.0

*Only partial figures available.

Figure 59 BOOK STOCK - TOTAL COLLECTION

YEAR	% TRANSFERRED	% WITHDRAWN	% ADDED	NET CHANGE
1969/70	1.2	2.8	10.7	+ 6.9
1970/71		1.3	16.9	+15.6
1971/72		1.8	15.4	+13.6
1972/73*				+12.6
1973/74		3.2	16.7	+13.5
1974/75		2.3	13.7	+11.4
1975/76		3.4	11.5	+ 8.1
1976/77		5.5	10.7	+ 5.2
1977/78		4.9	9.6	+ 4.7

*Only partial figures available.

Based on sample data, 18% of the collection is adult fiction, 50% adult nonfiction, 17% juvenile fiction, 15% juvenile nonfiction. The composition ratio has shown a growing trend of more adult nonfiction than fiction. The ratio of adult material to juvenile material has decreased until FY 1977/78.

Figure 60 COMPOSITION RATIOS

YEAR	ADULT FICTION: NONFICTION	ADULT COLLECTION: JUVENILE
1969/70	1 : 2.33	1.74 : 1
1970/71	1 : 2.61	1.79 : 1
1971/72	1 : 2.72	1.77 : 1
1972/73	1 : 2.89	1.74 : 1
1973/74	1 : 3.10	1.73 : 1
1974/75	1 : 3.17	1.67 : 1
1975/76	1 : 3.20	1.63 : 1
1976/77	1 : 3.46	1.69 : 1
1977/78	1 : 3.69	1.82 : 1

The branch nonfiction collection, analyzed by Dewey classification, shows a concentration of materials in biography, 300's and 600-900's.

Figure 61 COMPOSITION BY DEWEY NUMBER (PERCENTAGES)

CLASS	ADULT (n = 129)	JUVENILE (n = 37)	TOTAL COLLECTION (n = 166)
B	12	13	13
000	2		1
100	3		2
200	3	3	3
300	17	11	16
400	1	3	1
500	3	22	7
600	17	13	17
700	15	13	15
800	12	3	10
900	15	19	16

AGE

If Wheeler's addition/withdrawal ratios are observed "a community library collection will consist of a changing collection of light popular material usually less than 5-10 years old representing 20% of the total. An additional 20% of the basic collection will be less than 5 years old. Another 20% of the basic collection will be less than 10 years old; a forth 20% less than fifteen years old, etc."[12] The actual branch collection has 28% less than 5 years old, 20% 5-10 years old, 38% 10-18 years old and 14% twenty years old or more.

Figure 62 AGE OF THE COLLECTION

DATE OF PUBLICATION	NUMBER OF SAMPLE	% OF SAMPLE
1978	9	4
1977	26	10
1976	16	6
1975	21	8
1974	20	7
1973	20	7
1972	7	3
1971	7	3
1970	50	20
1965/69	45	18
1960/64	20	8
1950/59	13	5
1940/49	2	1
PRE 1940		

USE

An increase in circulation occurred during most of the years between 1963 and 1976. Despite a continually expanding permanent collection and the heavy reliance upon McNaughton plan materials for current high interest materials, a 13.9% decrease in circulation was noted during FY 1976/77 and an additional 6.8% decrease during FY 1977/78. These decreases might be attributed directly to difficulties encountered in the use of the facility, as well as the opening of the Great Neck Branch

[12] Ibid

(October 1976) whose service area borders the Virginia Beach Branch service area.

Figure 63 CIRCULATION

YEAR	ADULT FICTION	ADULT NONFICTION	JUVENILE	TOTAL	% CHANGE
1963-64	47,076	27,387	37,553	112,016	
1964-65	48,105	29,015	37,526	114,646	+ 2.3
1965-66*					
1966-67					
1967-68	35,238	24,929	31,443	91,610	
1968-69	37,903	27,968	33,630	99,501	+ 7.9
1969-70	40,610	28,045	36,471	105,126	+ 5.4
1970-71	43,494	35,086	45,022	123,602	+14.9
1971-72	45,563	41,119	53,531	141,213	+12.5
1972-73	45,121	40,168	44,480	129,769	+ 8.1
1973-74	43,114	40,441	40,249	123,804	- 4.6
1974-75	47,235	44,629	44,273	136,137	+ 9.1
1975-76	52,654	46,503	49,802	148,959	+ 8.6
1976-77**	47,249	41,044	39,904	128,197	-13.9
1977-78	44,387	41,617	33480	119,484	- 6.8

*First additional branch opened.
**Great Neck Branch opened.

The following figures show various facets of collection use analyzed by date of publication and by date of last circulation transactio..

Figure 64 ADULT AND JUVENILE FICTION - CIRCULATION BY DATE OF PUBLICATION

DATE OF PUBLICATION	DATE OF LAST CIRCULATION				
	1977-1978	1975-1976	1973-1974	1972 & earlier	Never
1978					
1977	100%				
1976	100%				
1975	100%				
1974	50%	33%			17%
1973	80%	20%			
1972	86%	14%			
1971	100%				
1970	67%		33%		
1965-69	69%	31%			
1960-64	69%	23%			8%
1950-59	63%	13%	25%		
1940-49	50%	25%	25%		
PRE 1940	100%				

Figure 65 — ADULT AND JUVENILE NONFICTION - CIRCULATION BY DATE OF PUBLICATION

DATE OF PUBLICATION	DATE OF LAST CIRCULATION				
	1977-78	1975-1976	1973-74	1972 & earlier	Never
1978					
1977	100%				
1976	86%				14%
1975	71%	29%			
1974	67%	25%			8%
1973	92%		8%		
1972	55%	18%	9%	9%	9%
1971	100%				
1970	100%				
1965-69	78%	15%	3%		4%
1960-64	67%	21%	12%		
1950-59	71%	29%			
1940-49	60%			40%	
PRE 1940				100%	

Figure 66 — SUMMARY % OF USE BY DATE OF LAST CIRCULATION

DATE	ADULT & JUV. FICTION	ADULT & JUV. NONFICTION	TOTAL
1977-78	75	76	75
1975-76	18	13	15
1973-74	5	4	5
1972 & earlier		3	2
Never	2	4	3

The circulation ratio between adult fiction and nonfiction is almost 1:1 (1.15:1), while the ratio between adult and juvenile materials is slightly more than 2:1 (2.21:1). Thus a comparison between the composition ratios (See p. 64) and circulation ratios shows that while the adult to juvenile composition ratio is 1.82:1, the circulation ratio is 2.21:1. Similarly while the adult fiction to nonfiction ratio is 1:3.69, the circulation ratio is 1.15:1.

The turn-over rate of the collection is determined by dividing total circulation by total book stock. The resultant figure is indicative of the number of circulations per volume if it were to be assumed that all items circulated equally.

This figure further indicates activity within collection areas and a sense of user satisfaction with available materials. The steadily decreasing turnover rates found through circulation analysis might simply indicate decreased branch use. The more complex possibilities that acquisition of materials has surpassed demand for these materials,or that materials are not relevant to community needs, can not be ignored.

Figure 67 TURN-OVER RATE

YEAR	ADULT FICTION	ADULT NONFICTION	JUVENILE	TOTAL
1969-70	10.52	3.12	4.95	5.20
1970-71	10.50	3.23	5.37	5.29
1971-72	10.20	3.30	5.60	5.30
1972-73	9.13	2.82	4.02	4.30
1973-74	8.13	2.46	3.20	3.60
1974-75	8.24	2.46	3.10	3.60
1975-76*	8.25	2.37	3.17	3.57
1976-77*	7.20	1.92	2.47	2.91
1977-78*	6.62	1.78	2.07	2.59

*Adjusted to reflect McNaughton collection in book stock count.

AVAILABILITY

69% of the collection, based on sample data, is available on the shelf; 15% is in circulation and 16% is missing. (An analysis of the inventory status of various segments of the collection is illustrated in the following figures.)

Figure 68 SUMMARY OF INVENTORY (%)

STATUS	AF	ANF	A TOTAL	E	YF	YNF	Y TOTAL	GRAND TOTAL
ON SHELF	66	62	63	64	94	89	83	69
IN CIRC	19	16	17	16	6	8	10	15
MISSING	15	22	21	20	--	3	7	16

Figure 69 ADULT FICTION/INVENTORY BY DATE OF PUBLICATION

DATE	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
1978				
1977	2		2	
1976	3	2	1	
1975	5	2	2	1
1974	3	3		
1973	6	5		1
1972	4	3	1	
1971				
1970	2	2		
1965-69	7	5	1	1
1960-64	7	3	1	3
1950-59	3	2	1	
1940-49	4	3		1
PRE 1940	1	1		

Figure 70 JUVENILE FICTION (EASIES)/INVENTORY BY DATE OF PUBLICATION

DATE	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
1978				
1977	1		1	
1976	1	1		
1975	2	2		
1974	2			2
1973				
1972	4	2		2
1971				
1970	1	1		
1965-69	5	2	2	1
1960-64	5	5		
1950-59	4	3	1	
1940-49				
PRE 1940				

Figure 71 JUVENILE FICTION (J,Y) INVENTORY BY DATE OF PUBLICATION

DATE	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
1978				
1977				
1976				
1975	1	1		
1974	3	3		
1973	1	1		
1972	1	1		
1971	1	1		
1970				
1965-69	5	5		
1960-64	4	3	1	
1950-59	1	1		
1940-49	1	1		
PRE 1940				

Figure 72 ADULT NONFICTION INVENTORY BY DATE OF PUBLICATION

DATE	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
1978				
1977	5	1	3	1
1976	17	6	3	8
1975	5	4		1
1974	11	9	1	1
1973	10	6	3	1
1972	9	7	2	
1971	6	5	1	
1970	4	3	1	
1965-69	25	17	1	7
1960-64	22	15	3	4
1950-59	11	4	2	5
1940-49	4	3		1
PRE 1940				

Figure 73 JUVENILE NONFICTION INVENTORY BY DATE OF PUBLICATION

DATE	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
1978				
1977	1	1		
1976	5	4	1	
1975	3	3		
1974	2	2		
1973	3	3		
1972	2	2		
1971				
1970				
1965-69	8	5	3	
1960-64	7	7		
1950-59	1	1		
1940-49	4	3		
PRE 1940	1	1		1

Figure 74 ADULT NONFICTION INVENTORY BY DEWEY CLASSIFICATION

CLASS #	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
B	16	13	2	1
000	2	1		1
100	4	1		3
200	4	1	1	2
300	22	13	4	5
400	1		1	
500	4	4		
600	23	13	3	7
700	19	11	5	3
800	15	10	1	4
900	19	13	3	3

Figure 75 JUVENILE NONFICTION INVENTORY BY DEWEY CLASSIFICATION

CLASS #	# IN SAMPLE	# ON SHELF	# CHECKED OUT	# MISSING
B	5	5		
000				
100				
200	1	1		
300	4	2	1	1
400	1	1		
500	8	8		
600	5	5		
700	5	4	1	
800	1	1		
900	7	6	1	

NON-BOOK MATERIALS

A small, carefully-selected collection of classical records was added to the branch in 1971. The 300-album collection was established in memory of Paul Anthony Gregory, a pilot who died on duty in Vietnam, and was funded initially by his family.

This collection is the primary record collection in the Virginia Beach Public Library System, except for selected foreign language instruction recordings at all branches and an approximately 200 album collection of children's recordings at the Windsor Woods Branch. Patron surveys have shown greater system-wide interest in records than in any other audio-visual material and a department task force has recommended expanded record collections at all branches.

In addition the branch provides various periodical and newspaper titles.

SERVICES

The Virginia Beach Branch is open to the public 61 hours per week: 9:30 a.m. to 9:00 p.m. Monday through Thursday, and 9:30 a.m. to 5:00 p.m. Friday and Saturday. (The Bayside Branch, housing the Reference Division, is also open Sunday from 1:00 p.m. to 5:00 p.m. from October through May.) Zero base budget performance indicators estimate that 97% of users are satisfied with present library hours.

Services provided by the branch include circulation of materials, including classical and foreign language records; reference and information service, with referrals to the Reference Division as required by staff and material availability; children's services including weekly story times and film programs, special holiday events, and annual summer reading programs; intra- and interlibrary loans; free reserves; honor paperback exchange; loan of Virginia State Library films to registered groups; reference vertical file materials; circulating college catalogs; telecopier services; and a xerox copier for public use at 10 cents per page.

Groups are currently served through film loans, tours of the library as requested, displays to accomodate various interests, and speakers for library-related programs (e.g., book reviews and the department's slide presentation). The Oceanfront Branch will provide more programs for individuals and groups with a meeting room available for community use.

Services provided in this branch are basically the same as those provided throughout the system, with the exception of the classical record collection and strong materials concentration in the arts and in women's studies.

REGISTRATION

As of December 1977, there were 9,812 registered users of the Virginia Beach Branch. Of these registrants 76.6% were 16 or more years of age and 23.4% were under the age of 16. The resulting adult/juvenile registration ratio is 3.28 : 1.

Anyone aged 3 or over may register for a library card with proof of identity/address and parental signature for those under 16 years of age. Registration is for a one year period renewable on the car's anniversary date. No distinction is made between adult or juvenile library cards and there are no accessor use restrictions on any part of the collection. The Virginia Beach Branch also provides a unique service by providing six month temporary ca 's to visitors for a partially refundable fee.

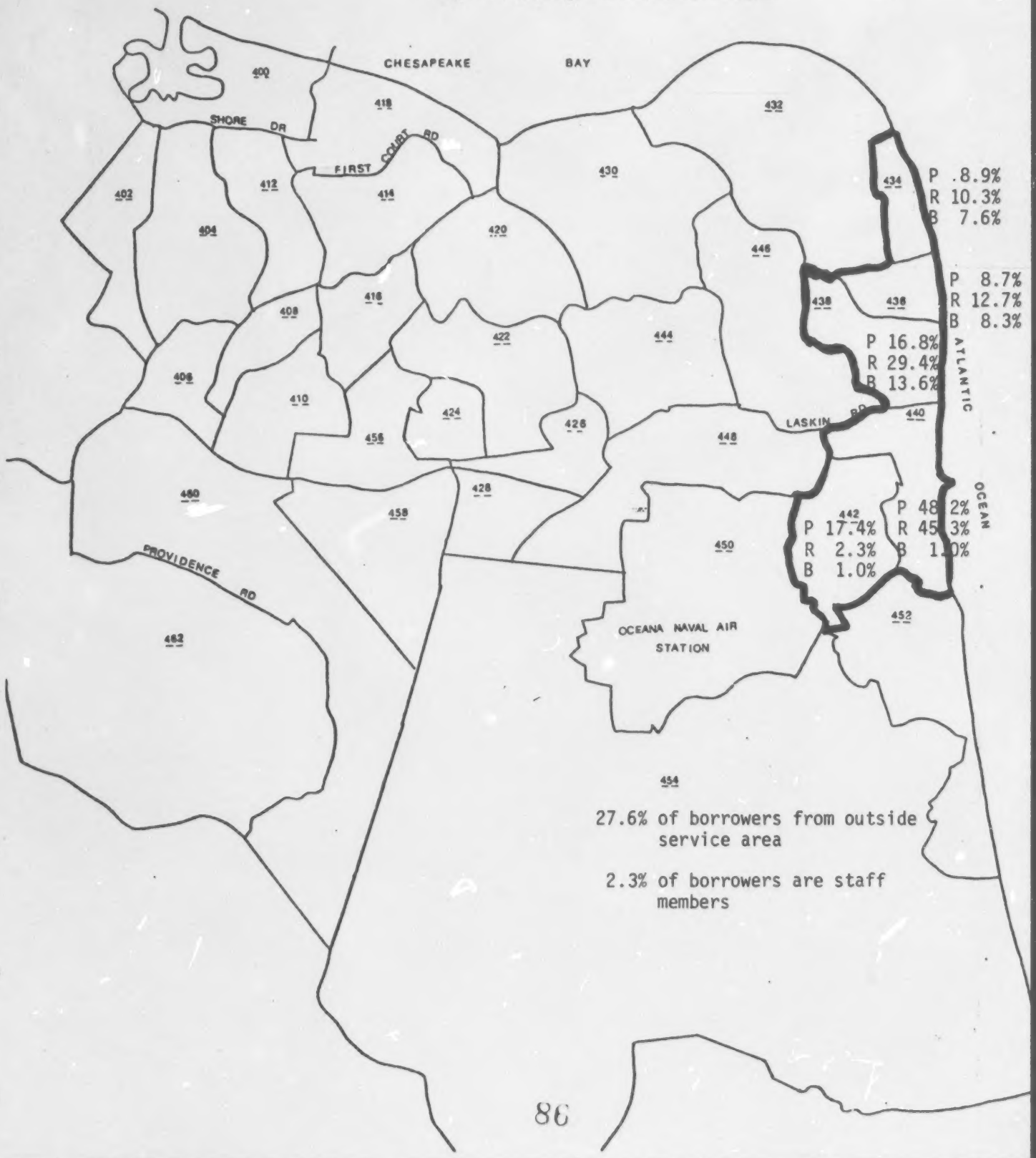
Each census tract was analyzed to determine its percentage of service area population, branch library registrants, and branch library borrowers. Branch library registrants were identified by an analysis of the VBPLS microfiche registraion file. All registrant numbers corresponding to zip codes 23451 and 23453 were recorded and compared with a census tract street list. All corresponding addresses were counted and registrant totals for each tract tabulated. An estimate of the number of borrowers was gained by a sample of the circulation file, choosing every tenth book card, recording the patron registration number, and, as, before, consulting the VBPLS registration file and census tract street list. Figure

FIGURE 76

P=% of total service area population
R=% of total service area library registrants
B=% of total service area library material borrowers

KEY

Population/Registration/Borrowers



27.6% of borrowers from outside service area

2.3% of borrowers are staff members

76 illustrates population, registration, and borrower percentages for each tract.

In tract 434, 436, and 438 the percentage of registrants is consistently higher than the percentage of the population. The percentage of registration begins to drop in tract 400 and in tract 442 drops dramatically. In this particular census tract, registration is 15.1% lower than the population percentage, the borrower percentage even lower. A borrower's index is determined by dividing the percentage of borrowers by the percentage of registrants. Any tract whose quotient is 1 or more should be analyzed to determine why proportionately more borrowers exist than registration would suggest.

Figure 77	BORROWING INDEX				
TRACT	434	436	438	440	442
INDEX	.74	.65	.46	.87	.43

CONCLUSIONS / RECOMMENDATIONS

1. A Community analysis of the Oceanfront Branch Library sould be conducted during FY 1983-84.

In 1983, the 1980 census data should be available for analysis. In addition, the Oceanfront Branch will have been in operation for a five year period allowing for critical analysis of the facility.

2. The role of the Oceanfront branch in actively seeking out the non-user in tract 442 should be examined.

Analysis has shown significant demographic differences between tracts 436-440 and tract 442. In addition, the percentage of registrants is dramatically lower than the population percentage; the borrower percentage is lower still.

The area is served primarily by the Extension Services Division through the bookmobile and by the Children's Division through outreach programs. Bookmobile service to this area appears to fulfill a social function; the truck provides a good place to meet with and talk to one's neighbors. A high proportion of users come on the truck to browse, not to check out materials. In general, the majority of users are children between the ages of 3 and 12.

The experience of the Extension Services Division staff indicates that a fear of punishment prevents many children from obtaining a library card. They seem to reason that a library card will only permit them to lose a book or bring it back late, thereby incurring some punishment. Often many children are unable to obtain a library card because their parents prohibit it. If a card is lost, the $.50 replacement cost is a stumbling block.

Because of these characterisitics, VBPL must decide if a formal facility located in the resort area can effectively serve the needs of the residents of this census tract. If the decision is positive, programs specifically geared to attract and serve these residents must be planned and initiated.

3. Community awareness of the new facility should be expanded.

The Oceanfront Branch should publicize its new facility and additional capabilities; i.e., meeting room, availability of parking, expanded seating and work areas.

As part of a mini-municipal area, the library should work closely with the neighboring city agencies (Health, Fire, Police, Treasurer) to provide needed information through bibliographies and reference information/referrals. As there are few public schools in the area and as access to school libraries is restricted, the library should work with school librarians to help meet the demand of school assignments. Regular meetings would aid communication and lead to a sharing of ideas, resources, and programs (including orientation to the new facility for all classes).

4. A schedule of adult programs should be established.

Demographic analysis has shown a concentration of adults, many over 65, in the service area. In addition, user survey information has evidenced a desire for adult continuing edcuation programs. A series of films, lectures and other programs should be established.

5. A staff orientation program is essential in the new facility.

The Branch Librarian should work closely with staff in order to develop new work flow patterns to accomodate increased circulation, use, and services. Individual talents should be identified/reassessed and redirected if necessary.

6. Non-library use of the Oceanfront Branch parking lot should be controlled.

The period spanning Labor Day to Memorial Day will pose little problem for patrons wishing to park in the library lot. The summer months, however, will prove difficult as the parking spaces may appear quite convenient to beach visitors.

Alternatives for control of parking lot use should be explored in anticipation of the 1979 summer season.

7. The book collection must be weeded before being moved into the Oceanfront Branch.

The withdrawal rate has consistently been less than the addition rate. These rates should begin to equalize at a yearly rate of 5%.

The adult and juvenile fiction volumes uncirculated since 1976 or before should be identified and criteria for retention or discard should be established. The nonfiction collection should also be weeded. "Weeding the collection" by Mary Beth MacDonald (Unabashed Librarian, Summer 1975, Number 16, page 8) is a suggested guide.

8. The book stock should reflect demographic, registration and use ratios.

After substantial weeding and the relocation of the facility, the implications of the following ratios should be reassessed.

Figure 78 ADULT/JUVENILE RATIOS

Population/Service area	2.33 : 1
Circulation	2.21 : 1
Registration	3.28 : 1
Book stock	1.82 : 1

Presently, the branch circulation reflects approximately the same adult/juvenile ratio as does the population; registration is significantly higher in terms of adults. After a year's operation in the new facility, these ratios may have shifted. If significant imbalances are present in the ratios, solution should be sought. Additional funds might be requested during the budget process specifically for the purpose of developing areas of the collection. A concentrated analysis of user survey information will aid in the identification of user needs and/or dissatisfactions.

9. The Audio Visual Task Force should analyze the record collection.

The Task Force should judge the condition and usefulness of the present collection and its role in a future systemwide audio visual plan.

The interests of the user as well as the increased exposure to the collection afforded by the COM catalog should be considered.

APPENDIX

USER SURVEY

During the summer of 1972, the first Virginia Beach Public Library user survey was conducted by an intern under the Virginia Beach Municipal Fellows Program. A written questionnaire was developed and distributed both to patrons entering the libraries and by mail to a random sample of Virginia Beach residents. The total response was 1732 surveys.

Five years later, during the summer of 1977, a revised user survey was administered by an employee hired under the Virginia Program and under the general direction of the Planning Task/Force. Questions covered patron use of various library resources and facilities; levels of and reasons for satisfaction and dissatisfaction; mechanics of the library visit, and demographic information. A total sample of 1630 was received and tabulated by the SPSS computer package.

The 1970 census revealed a typical service area resident with these characteristics:

1. female
2. white
3. aged 19-34
4. married (possible head of household) with one child (probably aged 5-13)
5. high school education or better
6. median income of $8,000-$10,000
7. employed civilian
8. professional in field of education
9. worked in Virginia Beach
10. drove to work

The 1972 typical library user was:

1. female
2. white
3. aged 22-34
4. housewife
5. college educated
6. resident more than 2 years
7. drove less than 5 miles to the library 1-2 times per month, 50% of the time in connection with shopping
8. was generally satisfied with the library except for parking and the fact that desired materials were not always owned by the library; would not pursue unavailable materials further
9. came to the library mainly to return books and to check out general reading

The typical library user five years later in 1977 had the following characteristics:

1. female
2. white
3. aged 20-29
4. homemaker
5. college educated
6. median income of $15,000-$19,000
7. Virginia Beach resident more than 10 years
8. traveled 6-10 minutes to the library (usually sole reason for trip) by car at least 1-2 times per month
9. was generally satisfied except for parking and the arrangement of the library; if materials desired were not owned or were checked out, would go to another library or place a reserve
10. generally needed assistance in use of the library
11. interested in using art prints, films, sculpture, central reference facility, law library, adult education programs
12. visited library to check out books for personal reading, most often in general non-fiction, bestsellers and biography

1977 LIBRARY USERS SURVEY
VIRGINIA BEACH BRANCH RESPONSES

		PERCENTAGE
1.	Check all of your reasons for using the library. PLEASE CHECK AS MANY AS YOU WISH.	
a.	checking out and returning books	89.5
b.	studying, using library materials	50.0
c.	studying, using your own materials	15.8
d.	reading magazines or newspapers	30.5
e.	bring your child(ren)	26.8
f.	meeting with friends	4.2
g.	using the copy machine	39.5
h.	obtaining information on a specific subject	64.7
i.	attending special programs	7.9
j.	using/checking out audio-visual materials	7.9
k.	getting job information	12.1
2.	Check your most frequent reason for visiting the library. PLEASE CHECK ONLY ONE.	
a.	checking out and returning books	68.9
b.	studying, using library materials	9.5
c.	studying, using your own materials	6.0
d.	reading magazines or newspapers	3.7
e.	bring your child(ren)	4.7
f.	meeting with friends	-
g.	using the copy machine	.5
h.	obtaining information on a specific subject	7.4
i.	attending special programs	-
j.	using/checking out audio-visual materials	.5
k.	getting job information	1.1
3.	Do you generally want material or information for: (CHECK ONLY ONE)	
a.	your personal reading	80.5
b.	your job	5.3
c.	your school work	6.3
d.	your club activity	.5
e.	another person	2.6
4.	What type of material do you most frequently read? CHECK AS MANY AS YOU WISH.	
a.	best sellers	60.0
b.	mystery, detective stories	33.2
c.	science fiction	10.5
d.	humanities (art, music, classical literature, poetry)	25.8
e.	school-related or reference books	20.0
f.	science	13.2
g.	business and technology	15.3
h.	biography	25.3
i.	occult	9.5
j.	philosophy/psychology	22.6
k.	religion	11.6
l.	history	25.3

m.	general non-fiction	36.3
n.	consumer information	15.8
o.	children's books	17.4

5. Do you occasionally need help with any of the following? PLEASE CHECK AS MANY AS NECESSARY.

a.	using card catalogs	23.2
b.	using reference books	20.0
c.	using microfilm machine	12.6
d.	using the copy machine	7.4
e.	finding books on the shelf	26.3
f.	finding magazines and newspapers	8.9
g.	using the Reader's Guide to Periodical Literature	3.2
h.	using the vertical file	3.2

6. If you use the library to obtain materials and information, are you usually

a.	completely satisfied	42.6
b.	partially satisfied	44.7
c.	not satisfied	3.2

IF NO COMPLETELY SATISFIED? PLEASE ANSWER QUESTIONS 7 AND 8.
IF SATISFIED? PLEASE GO DIRECTLY TO QUESTION 9.

7. Check the reasons you usually experience dissatisfaction. CHECK AS MANY AS YOU WISH.

a.	material wanted was checked out	26.3
b.	material wanted not owned by the library	35.3
c.	material on a specific subject cannot be located	12.1
d.	material on too elementary a level	7.4
e.	material on too advanced a level	1.1
f.	material out of date	8.4
g.	library staff not helpful	1.6

8. If desired materials are unavailable to you, do you plan to go any further to get what you want?

a.	yes, place the material on reserve	16.8
b.	yes, make arrangements for the library to borrow materials from another library	7.4
c.	yes, plan to go to another library	19.5
d.	no, not that important	4.2
e.	no, it would take too long	1.6

9. Please check any difficulties you have in using the library. PLEASE CHECK AS MANY AS YOU WISH.

a.	finding a parking space	59.5
b.	library too crowded	7.4
c.	library too noisy	10.0
d.	hard to figure out arrangement of the library	12.1
e.	library staff not friendly	4.7
f.	librarian did not know the subject well enough to help	1.1
g.	inconvenient hours	2.1

10. Would you use any of the following materials and services if they were available to you?
PLEASE CHECK AS MANY AS YOU WISH.

a.	art prints	18.9
b.	8 mm films	16.3
c.	16 mm films	15.8
d.	sculpture	11.1
e.	records	18.4
f.	cassettes	21.6
g.	film strips	12.6
h.	materials for the blind	2.1
i.	materials for the deaf	1.1
j.	central reference/research facility	22.6
k.	bookmobile	12.6
l.	law library	10.5
m.	paperback books on an honor/exchange basis	31.1
n.	adult education programs	29.5

11. Generally, what is your approximate traveling time to get to the library?

a.	less than 5 minutes	26.8
b.	6-10 minutes	37.4
c.	11-15 minutes	20.5
d.	16-20 minutes	8.9
e.	over 20 minutes	3.7

12. Do you come by

a.	car or motorcycle	83.7
b.	bicycle	1.6
c.	walking	11.6
d.	public transportation	.5

13. Usually, is your trip one of the following:
(PLEASE CHECK MOST FREQUENT REASON)

a.	solely to visit the library	61.1
b.	done in connection with shopping or business	10.5
c.	done in connection with another activity	16.3

14. How did you discover the location of this branch library?

a.	radio, TV, newspapers	1.1
b.	friends or relatives	28.9
c.	phone book	33.7

15. Which branch of the Virginia Beach Public Library is closest to your home?

a.	Bayside	3.2
b.	Kempsville	.5
c.	Virginia Beach (22nd Street)	78.9
d.	Great Neck	7.4
e.	Windsor Woods	5.3
f.	don't know	-

16. If you do not use the branch closest to your home, please check why you prefer to use another branch.
YOU MAY CHECK MORE THAN ONE ANSWER.

a.	better parking	7.4
b.	more material available	11.1
c.	closer to work or shopping	6.8

17. Do you use the library

a.	1 once a week or more	37.9
b.	one or twice a month	41.1
c.	less than once a month	14.7
d.	this is my first time	-

18. Sex

a.	Male	61.6
b.	Female	32.6

19. Age

a.	16-19	7.9
b.	20-29	29.5
c.	30-39	18.9
d.	40-49	13.2
e.	50-59	9.5
f.	60-69	11.6
g.	70-79	3.7
h.	over 80	-

20. Race

a.	Asian	.05
b.	Black	2.1
c.	White	90.5

21. Occupation

a.	building trades (carpenter, plumber, electrician, laborer)	2.1
b.	clerical (sales, office, store)	6.3
c.	public service (fire police, governmental service)	6.3
d.	homemaker	23.7
e.	factory worker or maintenance	.05
f.	hotel and/or restaurant worker	3.7
g.	farm	.5
h.	military	6.8
i.	professional (health, education, law, insurance, real estate, etc.)	19.5
j.	technical (computer science, etc.)	.5
k.	student	6.8
l.	retired	9.5

22. Education

a.	less than high school	4.7
b.	high school graduate	16.8
c.	vocational school	2.6
d.	some college	17.9
e.	completed 2 year college	14.2
f.	completed 4 year college	20.0
g.	graduate work	17.9

23. Total family income (17.4% did not answer)

a.	less than $5,000	5.8
b.	$5,000-9,999	16.3
c.	$10,000-14,999	12.6
d.	$15,000-19,999	13.2
e.	$20,000-24,999	11.1
f.	$25,000-29,999	8.4
g.	over $30,000	15.3

24. What city do you live in?

a.	Virginia Beach	91.1
b.	Norfolk	.5
c.	Chesapeake	-
d.	Portsmouth	-
e.	other	1.6

25. Length of residence in Virginia Beach

a.	visitor	2.6
b.	less than one year	7.9
c.	1-3 years	14.7
d.	3-5 years	9.5
e.	5-10 years	16.3
f.	more than 10 years	40.5

WE APPRECIATE YOUR TIME AND THOUGHTFULNESS. THANK YOU FOR YOUR HELP.